ESTTA Tracking number:

ESTTA980266

Filing date:

06/12/2019

## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

## **Notice of Opposition**

Notice is hereby given that the following party opposes registration of the indicated application.

## **Opposer Information**

Name	Monrovia Nursery Company		
Entity	Corporation	Citizenship	California
Address	817 E. Monrovia Place Azusa, CA 91702-6297 UNITED STATES		

Attorney informa-	Drew Wilson
tion	Lewis Roca Rothgerber Christie LLP P.O. Box 29001
	Glendale, CA 91209-9001 UNITED STATES pto@lrrc.com, dwilson@lrrc.com, ctoomey@lrrc.com 626-795-9900

## **Applicant Information**

Application No	88214523	Publication date	05/21/2019
Opposition Filing Date	06/12/2019	Opposition Peri- od Ends	06/20/2019
International Registration No.	NONE	International Registration Date	NONE
Applicant	DÃ⅓mmen Group B.V. Coldenhovelaan 6 De Lier, 2678PS NETHERLANDS		

## Goods/Services Affected by Opposition

Class 031. First Use: 0 First Use In Commerce: 0

All goods and services in the class are opposed, namely: Live ornamental plants; plant seeds, live plant cuttings for planting; bulbs, seedlings and seeds for planting; live ornamental plants, namely, anthurium and orchids

## **Grounds for Opposition**

Priority and likelihood of confusion	Trademark Act Section 2(d)

## Mark Cited by Opposer as Basis for Opposition

U.S. Application No.	88470627	Application Date	
Registration Date	NONE	Foreign Priority Date	NONE

Word Mark	NONE
Design Mark	
Description of Mark	NONE
Goods/Services	

Attachments	408164-00313 Notice of Opposition.pdf(33963 bytes) 408164-00313 Exhibit A to Notice of Opposition.pdf(289996 bytes) Segment 001 of 408164-00313 Exhibit B to Notice of Opposition pgs
	1-19.pdf(2625776 bytes) Segment 002 of 408164-00313 Exhibit B to Notice of Opposition pgs
	20-39.pdf(6138651 bytes )
	Segment 003 of 408164-00313 Exhibit B to Notice of Opposition pgs 40-57.pdf(4106807 bytes)
	408164-00313 Exhibit C to Notice of Opposition.pdf(57250 bytes ) 408164-00313 Exhibit D to Notice of Opposition.pdf(1247069 bytes )

Signature	/Drew Wilson/
Name	Drew Wilson
Date	06/12/2019

## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

In the matter of trademark application **Serial No. 88/214,523** For the mark TROPICAL TREASURES Published in the Trademark *Official Gazette* on May 21, 2019

Monrovia Nursery Company,

Opposer,

Opposition No. TBA

v

NOTICE OF OPPOSITION

Dümmen Group B.V.,

Applicant.

Monrovia Nursery Company ("Opposer"), a California corporation whose address is 817 E. Monrovia Place, Azusa, California 91702-6297, believes that it will be damaged by registration of the mark shown in application Serial No. 88/214,523 in International Class 31 and hereby opposes its registration.

As grounds for opposition, Opposer alleges that:

1. Applicant Dummen Group B.V. seeks to register the mark TROPICAL TREASURES as a trademark for LIVE ORNAMENTAL PLANTS; PLANT SEEDS, LIVE PLANT CUTTINGS FOR PLANTING; BULBS, SEEDLINGS AND SEEDS FOR PLANTING; LIVE ORNAMENTAL PLANTS, NAMELY, ANTHURIUM AND ORCHIDS, in International Class 31, citing 44E as the filing basis, as evidenced by the publication of

said mark, Serial No. 88/214,523, in the *Official Gazette* on page TM 2876 of the May 21, 2019 issue ("Applicant's Trademark Application").

- 2. Since at least as early as September 2006 and before the priority date of Applicant's application, Opposer has invested a great deal of money and effort in using and promoting the mark TROPICAL TREASURES for live ornamental plants in International Class 31 in commerce in the United States. ("Opposer's TROPICAL TREASURES Mark")
- 3. Live ornamental plants bearing Opposer's TROPICAL TREASURES Mark have been extremely successful for Opposer, having sold over 970,000 plants bearing Opposer's TROPICAL TREASURES Mark nationwide to major retailers like Lowe's and a number of other well-known nurseries and greenhouses.
- 4. Attached as Exhibit A is an image of Opposer's use of Opposer's TROPICAL TREASURES Mark as it appears on tags that are affixed to live ornamental plants.
- 5. Since 2006, Opposer has engaged in significant marketing efforts to grow public awareness of Opposer's TROPICAL TREASURES Mark by its use of the mark in catalogs, posters, and other marketing materials. Marketing materials that feature Opposer's TROPICAL TREASURES mark are given to customers and distributors of Opposer's products. One such media kit which was given to all of Opposer's

distributors is attached hereto as Exhibit B. Page 32 of the attached media kit highlights Opposer's TROPICAL TREASURES product line.

- 6. Since approximately 2006, over 100,000 copies of the media kit that is attached as Exhibit B have been distributed to customers directly and at tradeshows nationwide.
- 7. As a result of the high quality of Opposer's goods and extensive promotion, sales, and public acceptance thereof, Opposer's goods have acquired an outstanding reputation, and the public now uses Opposer's TROPICAL TREASURES Mark to distinguish Opposer's goods from the goods of others.
- 8. Until October 5, 2018, Opposer was the owner of United States Trademark Registration No. 3,393,301 for the mark TROPICAL TREASURES in International Class 31 for live ornamental plants. (the "'301 Registration") The '301 Registration had a filing date of May 15, 2006, and a first use in commerce date at least as early as September 2006. The '301 Registration was also incontestable. A copy of the '301 Registration is attached as Exhibit C. The '301 Registration was abandoned due to inadvertent administrative error, and consequently Opposer refiled a Trademark Application Serial No. 88/470,627 for Opposer's TROPICAL TREASURES Mark in the same international class and for the same goods as was claimed by the '301 Registration. A copy of the '627 Application is attached as Exhibit D.

## **Likelihood of Confusion**

- 9. Opposer has priority of use over Applicant's Trademark Application, and thus Opposer's rights in Opposer's TROPICAL TREASURES Mark precede any rights Applicant may have in the subject mark of Applicant's Trademark Application.
- 10. The sight, sound, and meaning of the subject mark of Applicant's Trademark Application is the same as Opposer's TROPICAL TREASURES Mark.
- 11. The subject mark of Applicant's Trademark Application is in the same International Class as the Class as Opposer's goods that it uses in connection with Opposer's TROPICAL TREASURES Mark.
- 12. The goods claimed in Applicant's Trademark Application are identical to the goods used by Opposer in connection with Opposer's TROPICAL TREASURES Mark.
- 13. Opposer's TROPICAL TREASURES Mark is arbitrary as applied to live ornamental plants, and is therefore a conceptually strong mark.
- 14. Given Opposer's significant use of Opposer's TROPICAL TREASURES Mark, it has acquired significant commercial strength and secondary meaning.
- 15. On information and belief, Applicant markets or will market its goods bearing the subject mark of Applicant's Trademark Application in the same marketing channels and to the same target customers as Opposer markets its goods bearing Opposer's TROPICAL TREASURES Mark.

16. Registration of Applicant's applied-for mark will likely cause confusion

among the relevant consuming public and will likely cause the relevant consuming

public to mistakenly conclude that Applicant's goods are associated with Opposer, when

in fact they are not.

17. Registration of Applicant's applied-for mark will likely cause injury to

Opposer's business reputation and will injure and impair Opposer's rights in Opposer's

TROPICAL TREASURES Mark by causing confusion, mistake, and/or deception as to

the respective rights of the parties and as to the source or sponsorship of such goods.

18. Registration of Applicant's applied-for mark is inconsistent with the

trademark rights of Opposer.

WHEREFORE, Opposer prays that application Serial No. 88/214,523 be

rejected, and that the mark therein sought for the goods herein specified in International

Class 31 be refused registration.

Respectfully submitted,

LEWIS ROCA ROTHGERBER CHRISTIE LLP

Date <u>June 12, 2019</u>

By /Drew Wilson/

Drew Wilson Attorneys for Opposer

P.O. Box 29001 Glendale, California 91209-9001

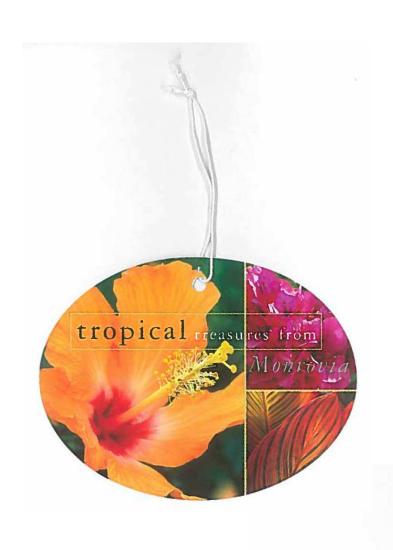
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## EXHIBIT A



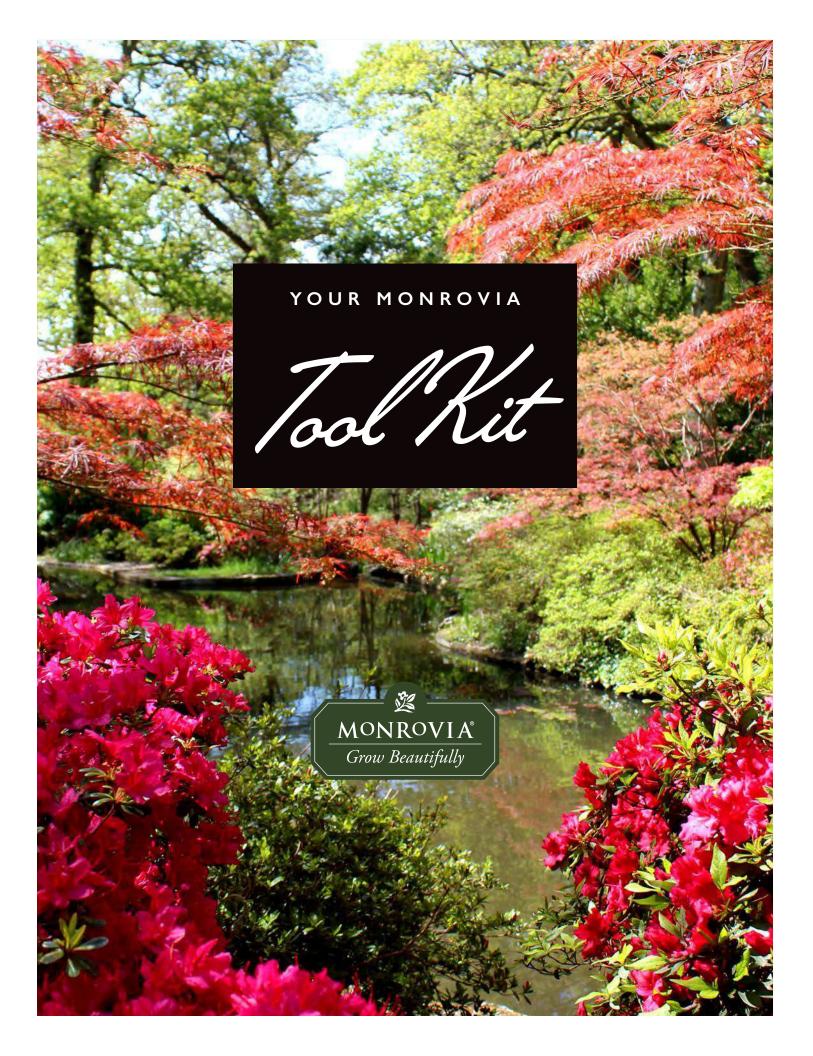
## TROPICAL TREASURES

Create an exotic paradise in your own backyard with the bright flowers, big leaves and vibrant foliage of Monrovia's premium tropical plant collection.

You can enjoy Tropical Treasures anywhere. Plant them directly in the ground or in containers for dramatic patio displays. In colder climates, plant them as Annuals or grow them indoors. Ask your garden center expert or visit us online for more helpful hints on growing tropical plants.



## EXHIBIT B



## Table of Contents

how we grow beautifully	3
WELCOME	4
CREATING A GARDEN COMMUNITY	5-6
gardening personas	7
DIGITAL BY THE NUMBERS	9
"Know it, grow it" video series	10
"GROW BEAUTIFULLY" BLOG	11
our photo library	12
sharing our content	13
"PLANT SAVVY" NEWSLETTER	14
MARKETING CALENDAR	15-20
BECOME A SHOP.MONROVIA.COM GARDEN CENTER	22
garden center testimonials	23
DIGITAL TOOLS FOR YOUR WEBSITE	24
MARKETING PLAN TEMPLATE	25
MANNEQUIN PROGRAM	27
INFO LABEL	28-29
POSTERS	30-33
END CAP POSTERS	34-35
POP 1-2-3	36
SPECIALTY TAGS	37
PLANT STAND STABILIZERS	38
garden gateway	39
PLANT AVAILABILITY LIST	40
hosta of the year program	4 I
FEATURED EXCLUSIVE PLANTS	42-48
EXCLUSIVE ANNUALS	49-55



ROCK & ROLL® PERUVIAN LILY

## **HOW WE GROW**



## MONROVIA CONNECTS HUMANS TO THE FINEST OF NATURE

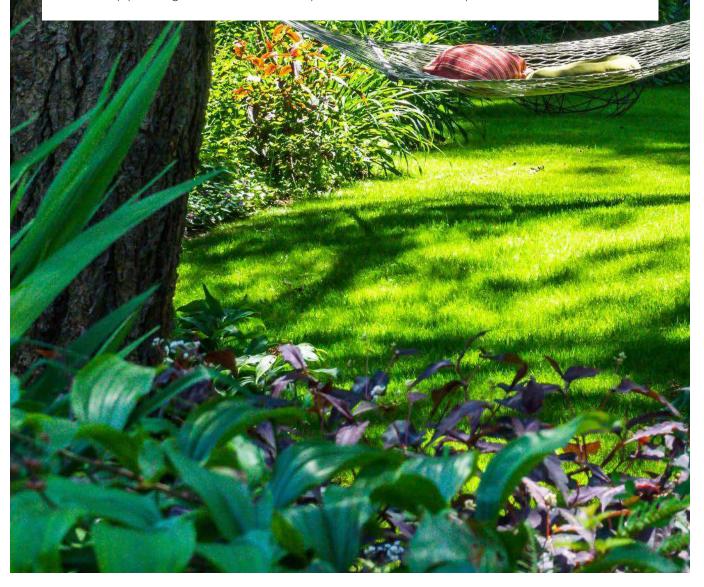
At Monrovia, our gratitude and reverence for nature inspires us to be kind to all living things.

We use our hearts, minds and hands to select, nurture and grow our family of plants with incomparable techniques, best practices of the highest industry standard, designed for every landscape need, every region, every patch of soil.

And for nearly a century, we have poured our passion and expertise into each plant we grow, so that the next generation of plants will be stronger for the next generation of humans.

There is a simple joy in connecting humans to the awe, magic and wonder of nature, in making the world a more beautiful place and in doing our part to defend its honor.

And so, whether you're an experience gardener, or an admirer of nature digging in for the first time, we're here to help you bring nature home and make your world a more beautiful place.



## Thank you for taking the time to read through our Tool Kit, your guide to Growing Beautifully with Monrovia.

Each year, during the second half, we review our successes and opportunities from spring and use these to refine our strategic initiatives. This year, our initiatives focus on the development of a long-term Elite Partnership with our retail and re-wholesale customers, and expanding our mutual relationship with consumers. Both initiatives strengthen the relationship between Monrovia, our customers, and today's gardening consumer.

Our Elite Partnership initiative redefines how we will do business together by focusing on specific activities. These include the use of digital advertising, in-store merchandising, inventory management, staff training, and online sales. This fall we will ask 300 customers to join us as Elite Partners as we formally launch the program.

This year we began curating a database of plant information and gardening content which will be used to enhance our consumer relationship. Beginning next spring, consumers will register their Monrovia plants and gardens online or at a garden center at time of purchase. This will allow us to provide them ongoing care information that's timely, regional and plant specific. Each consumer will also register with a participating garden center as their local resource for additional gardening products and care advice. We expect nature lovers will enjoy the personalized information they receive from their local garden center and Monrovia.

This Sales Tool Kit provides details of our current sales programs and initiatives, and all of the tools necessary for you and your Monrovia Sales Representative to plan your business. hope you find the information useful and will consider joining us as an Elite Partner this fall.

Thank you,

David W. Kirby

Vice President of Sales, Monrovia



## CREATING A GARDENING

# Community

## WHILE THERE ARE MANY KINDS OF GARDENERS—plant

nerds, solution seekers, or just for the Zen of it—there is one thing all gardeners have in common—they love to share. Which is why we're putting much of our emphasis over the next few years on growing our digital community where gardeners can learn, teach, and inspire each other (and us!). We want you, our partner, to be a part of this vibrant world of enthusiastic, engaged gardeners, and to use all of the tools we have developed to help you reach and expand your own community.

## WHO ARE YOUR GARDENERS?

Demographics can only tell you so much about who your consumers are. That's why we use psychographics to better understand the different reasons why people garden and what they need from us. (Psychographics is the study and classification of people according to their attitudes, aspirations, and other psychological criteria, especially in market research.)

We categorize our gardeners in three groups (see page 7 for more):

**DEDICATED**—live to garden, love plants, frequent shoppers

**PRACTICAL**—focus on problem solving and value low-fuss plants regardless of cost

**ZEN**—strong connection to nature, impulse shoppers

## HOW ARE WE REACHING THEM?

- 1. Digital and social media and search optimization both paid and organic.
- 2. Providing Search Engine Optimization (SEO)-driven, timely info on topics such as container gardening, landscaping solutions, and working with designers.
- 3. Working with bloggers and influencers (an individual who has the power to affect purchase decisions of others)

to drive exponential growth in the digital community.



Creating a community means creating content that speaks to a range of levels of gardening expertise, and familiarity and comfort with different platforms.

To that end, we encourage and support new gardeners with the tools and information they need to be successful. We also keep more experienced gardeners engaged and with fresh ideas and inspirations. Our goal is to meet consumers where they live. The range of tools we use -- technique teaching videos, planting ideas and problem solving blog posts, visually exciting e-blasts and newsletters, social media feedsconvey our passion and knowledge





AUGUST BEAUTY GARDENIA (GRAFTED)



## GARDENING

## ersonas







44% of Monrovia Customers are Zens

## **KEY CHARACTERISTICS:**

- Will Spend More Than All Other Groups
- Age 30-40+
- More multicultural
- Strong emotional connections to plants, people, and planet
- Impulsive Shopper
- · Outdoor space reflection of personal creativity

## **PLANT SELECTION:**

- · Seek variety
- · Less concerned about practical growing/care details
- Edibles, attracting wildlife, organic, colorful blooms

## SHOPPING:

- Follow impulses
- Browse multiple locations
- Browse and return to buy
- Year-Round



PRACTICAL



46% of Market



30% of Monrovia Customers are Practicals

## **KEY CHARACTERISTICS:**

- Age 30-40 & 50+
- Focused on outcome
- Long-lasting results
- Curb Appeal/Value for Home
- Need Info in soundbites

## **PLANT SELECTION:**

- Hardy, long lasting appropriate for weather, easy care
- Will spend on bigger more expensive plants that won't die
- Plants that will "fix this problem" or be the solution

## SHOPPING:

- Mostly in Spring
- Want to get in and out fast
- Like to touch and feel plants
- · Need advice on projects
- Browse and return to buy plants
- · Most likely to hire out





21% of Market



22% of Monrovia Customers are **Dedicated** 

## **KEY CHARACTERISTICS:**

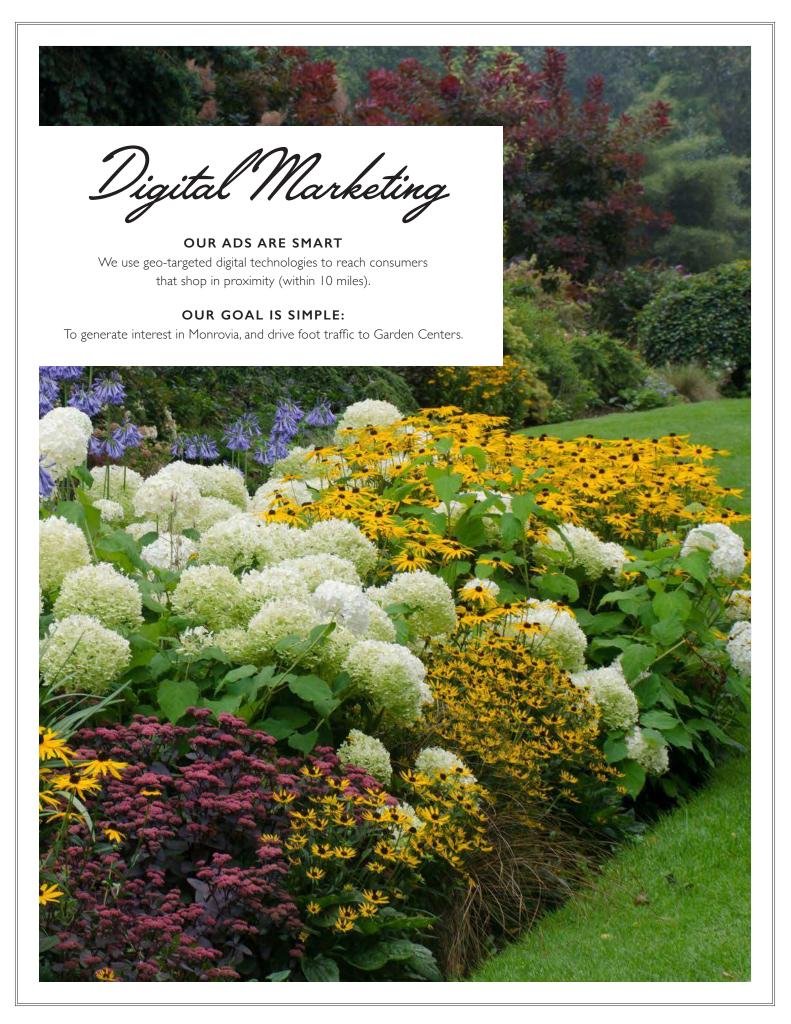
- Skewing older 41-50+
- Knowledge Seeker
- · Passionate about Gardening
- Seek New and Unique Plants
- Planners

## **PLANT SELECTION:**

- Quality, unique plants
- Aren't afraid to purchase unusual plants, spend more
- Frequent shopper Planners

## SHOPPING:

- Don't shop on whim
- Love the experience
- "Love of gardening" language
- Want layouts and ideas



## DIGITAL BY THE NUMBERS

# Our message is being heard

## MONROVIA.COM MONTHLY TRAFFIC

583K	UNIQUE VISITORS
3.15M	PAGEVIEWS
108K	"FIND A GARDEN CENTER" QUERIES (now the second most used feature, behind the plant databases)
145K	NEWSLETTER SUBSCRIBERS
104K	BLOG VISITORS

## WHERE DOES OUR TRAFFIC COME FROM?

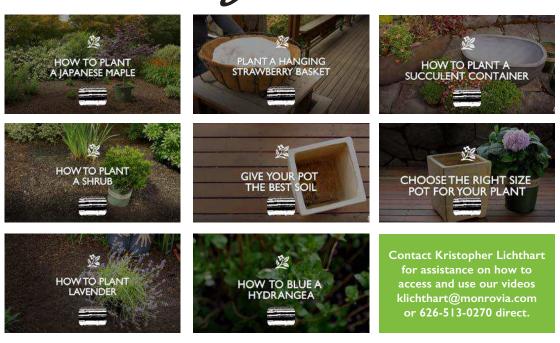
77.5%	SEARCH
8.9	DIRECT
5.3%	REFERRED
3.5%	SOCIAL MEDIA
4.8%	OTHER

## FOLLOWERS AND ACTIVITY OR TEXT TK

193,735	SOCIAL MEDIA FOLLOWERS
1,017,785	LIKES, COMMENTS, SHARES, REPINS
802,052	FACEBOOK AND YOUTUBE VIDEO VIEWS

## ENGAGE THEM RIGHT FROM THE START

## "Know It, Grow It" videos



## OUR VIDEOS INSPIRE, INSTRUCT, AND DEMONSTRATE gardening tips

and techniques to engage the consumer with the Monrovia brand. Our 30-to-60 second "Know It, Grow It" videos can add value for your shoppers!

## WHERE CONSUMERS FIND **OUR VIDEOS:**

- YouTube: Search Monrovia
- · monrovia.com: Click "How to Videos''
- Our Facebook page: Click videos

## WHERE CUSTOMERS FIND **OUR VIDEOS:**

- YouTube, monrovia.com and Facebook: You can embed, share, and like
- Garden Gateway

## **SEVERAL WAYS TO USE MONROVIA VIDEOS:**

- · Social media
- Facebook: Any length video, but shorter is always best!
- Instagram: Up to 1 minute videos
- Twitter: Up to 3 minute videos
- Website: If you have a how-to area, consider embedding our videos there.
- Blogs: Pop in a link to a video in a story about that subject
- In-store looped videos on TV

## THE GROW BEAUTIFULLY BLOG



**GROW BEAUTIFULLY** is our popular blog (104K visitors every month) with fresh content updated weekly. In our blog, you will find useful content from Design School (our column on landscaping) to Garden Problem Solvers (and everything garden and landscape in between). It's a fresh, fun, engaging digest that allows us to share our love of gardening, the expertise of our craftsmen, and also drives readers to garden centers to pick up the plants we spotlight. We work from an editorial calendar based on consumer interests identified from our research.

## HIGHLIGHTS:

- Useful, beautiful stories with easy to understand tips and tricks.
- Design ideas, tips for care of plants, profiles of great plants, and lifestyle topics such as how to use the goods from the garden.
- · Links to plant pages where readers can access the "Find a Garden Center" feature to buy those specific plants.
- Landscape solutions and ideas from garden designers.
- Quick, simple how-to videos on topics ranging from planting to designing.
- Exclusive, first look at must-have plants.
- Regional solutions with a recognition of the differences in gardening from zone to zone.

We encourage you to use the content from *Grow Beautifully* on your own website and in digital media. You can find links on monrovia.com under Garden Gateway. Finally, we know that you have regional advice that's pure gold and are very interested in featuring guest posts from our customers.

growbeautifully.monrovia.com

IF YOU'RE INTERESTED IN DISCUSSING IDEAS OR CAN'T ACCESS SOMETHING YOU'D LIKE TO USE, PLEASE DON'T HESITATE TO CONTACT KATE KARAM (KKARAM@MONROVIA.COM). I WOULD LOVE TO HELP!

## WE HAVE 8,500 PLANT IMAGES TO SHARE WITH YOU!

## Our photo library

THIS COLLECTION HAS BEEN AND CONTINUES TO BE THOUGHTFULLY CURATED TO REPRESENT OUR BRAND AND CONVEY THE BEAUTY, QUALITY, AND VALUE OF

MONROVIA-GROWN PLANTS. The majority of the valuable image assets displayed on monrovia.com are exclusive and available for use by customers for the purpose of promoting their Monrovia plants. Monrovia does not own or have license to share 100% of the images displayed on our site. As of January 2018, we have over 5,000 distributable images. As our image library grows, so do the assets that we can share with customers.



**CORA LOUISE ITOH PEONY** 



BLONDE AMBITION BLUE GRAMA GRASS



SEASIDE SERENADE® CAPE COD HYDRANGEA

## **CUSTOMER PHOTO POLICY**

- Tier I Customer benefit.
- Images are provided to support current year inventory of Monrovia plants or booked for upcoming season. Use is limited to promotion of Monrovia plants.
- Subtly branded (watermarked) hi-res files are provided, suitable for small-to-medium print and web.
- Non-watermarked hi-res files are available for larger format print use, upon request. Example: customer signage.
- Images must be attributed to Monrovia either via watermark or logo.
- Supplied images may not be enabled for download or shared to another party.
- · Customers who bypass the request process and take images directly from our site or web content source files could be subject to infringement and license fees by owner of said image(s).

## SHARE

## Our content

## WHAT WE DO TO PROMPT THE SALE

- Blog item: "How to Grow Blueberries in Pots"
- Website promotion on blueberries
- · Mobile ad showing blueberries
- Video "How to Grow Blueberries in a Pot"
- Find a Garden Center



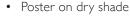


## WHAT YOUR GARDEN CENTER CAN DO TO CLOSE THE SALE

- Poster of Blueberry/ Edibles Everywhere
- Monrovia edibles display in Garden Center
- Display blueberry plants in containers!



- · Blog item: "Five Perfect Plants for Dry Shade"
- Google Ad Words "Plants for Dry Shade"
- Shop Monrovia promotion on dry shade plants for fall
- Blog item: Seaside Serenade: "We Built a Better Hydrangea''
- Handout on Seaside Serenade/PR coverage to magazines
- Promote on social media
- Ad featuring Fire Island Hydrangea



- · Display with Monrovia plants that take dry shade
- · Use blog item and create a handout with your own plant suggestions for your region



- Poster of Shapely Shrubs, with Monrovia hydrangeas
  - Giveaway promotion in your own newsletter for customers who spend/join loyalty club



## OUR NEWSLETTER

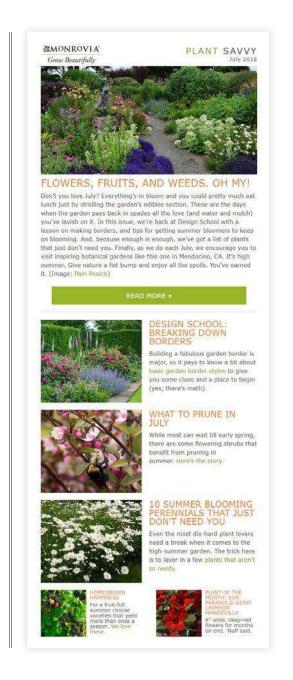
# Plant Savvy

This was one of the most informative gardening articles I've read online. Most of the plants you wrote about are ones that I like most in our yard. Thank you so much. I hope a nursery in my area will have the roses you wrote about. 9 9 -FRAN NICHOLS, LOUISVILLE, KY

**PLANT SAVVY** is our award-winning, signature monthly newsletter (published the first Thursday of every month) that's filled with inspiring ways to use plants in the home garden.

We encourage you to (if you've not already) sign up to receive this exciting newsletter and share it with your customers.

145k monthly subscribers!



## **™MONROVIA**2019 MARKETING CALENDAR

**TARGET:** All humans that love to bring nature into their lives.

## **MARKETING TOPICS:**

- Our Favorite 2019 Trend Begins with You
- Taking Stock of Winter Landscapes
- Cold Season Heroes
- · Dealing With Deer
- Bringing the Outside In
- New Year's Garden Resolution
- A Rose is a Rose is a Rose Bowl
- Now's The Time (regional reminders)
- What the Hedge (how-to/info video series)
- Care to Camellia (plant care video series)
- MN Craftsman Tips & Tricks (video series)
- Shrubs You'll Lub (5)
- Craftsman Picks (5)
- Plant of the Month (1)

## **DESIGN DEFINED:**

Learn how to use the golden ration in design.

## FEATURE PLANTS:

- Nuccio's Bella Rossa Camellia (8-10); Cascade Lenten Rose (4-8)
- Annuals: Sunbelievable, Gerbera, Calibrachoa,
   Ipomoea & Lysimachia, Geranium, Dalia, Impatient
- · Perennials: Asparagus Myers
- Shrubs: Green Tower Boxwood, Fatsia Camoflage, Seaside Hydrangeas, Sea of Gold/Jazzy Jewel Juniper, Enchanted Forest (series), Ninebark

**TARGET:** All humans that love to bring nature into their lives.

## **MARKETING TOPICS:**

- Dwarf Shrubs for Smaller Spaces (3-5, 6-11)
- ShopMonrovia Re-launch & Promotional Support
- Find Your Garden Style
- 5 Ways to Maximize Smaller Spaces
- Valentine Love that Lasts
- Social Holiday Content
- Now's The Time (regional reminders)
- What the Prune (how-to/info video series)
- Care to Shrub (plant care video series)
- MN Craftsman Tips & Tricks (video series)
- Shrubs You'll Lub (5)
- Craftsman Picks (5)
- Plant of the Month (1)

## **DESIGN DEFINED:**

• Using Mystery in Garden Design

## FEATURE PLANTS:

- Enchanted Forest Pieris series (6-8); DarkStar Creeping Orange Grape (5-9)
- Annuals: Sunbelievable, Ipomoea & Lysimachia, Gerbera, Calibrachoa, Geranium, Dalia, Impatient
- Perennial: Salvia Ignition Purple
- Shrub: Scallywag Ilex, Golfball Pittosporum, Little
   Flirt/Sizzle Spirea, Tiny Tower Italian Cypress, Ember
   Waves Thuja, Emerald Collonade Ilex, Bright n' Tight
   Prunis, Royal Cape Plumbago, Boxwood, Azalea
   Grape/Watermelon Double Shot, Senecio Mt. Everest

# Care to MN Cra Shrubs Craftsn Plant or

## **™**MONROVIA 2019 MARKETING CALENDAR

**TARGET:** All humans that love to bring nature into their lives.

## **MARKETING TOPICS:**

- Spring Tips for Shopping a Garden Center
- What to Plant for Early Pollinators (In'tl Earth Day)
- Container Combos for Hot, Dry Zones (9-11)
- Long-Season Combos for Cold Zones (3-5)
- 10 Things Hosta Lovers Should Know
- Tips for Planting Conifers
- Green Wednesday (First Day of Spring)
- There's a Topiary for Every Garden
- Now's The Time (regional reminders)
- What the Soil (how-to/info video series)
- Care to Annual? (plant care video series)
- MN Craftsman Tips & Tricks (video series)
- Shrubs You'll Lub (5)
- Craftsman Picks (5) & Plant of the Month (1)

## **DESIGN SCHOOL:**

Defining and Designing Garden Rooms

## **FEATURE PLANTS:**

- Double-Shot Azalea series; Springshine Forsythia
- Sunbelievable, Gerbera, Calibrachoa, Geranium, Dalia, Osteospermum.
- Hosta X Liberty Plant, Patriot Plantain
- Ember Waves Thuja, Tiny Tower Italian Cypress, Enchanted Forest Pieris, Vaccinum Bountiful Blue, Emerald Colonnade Ilex, Golfball Pittosporum, Bonsai Blue Jacaranda, Harlequin Beard Tongue
- · Topiary & Conifer: Icee Blue Juniper

**TARGET:** All humans that love to bring nature into their lives.

## **MARKETING TOPICS:**

- Earth Day: Best New Perennials for Pollinators
- Growing Edibles in Containers
- Inspired border color combos
- How to grow a colorful Japanese Maple in a pot
- Bring Sunshine into Your Design
- Continuous Color in the Shade
- Now's The Time (regional reminders)
- What the Grape (how-to/info video series)
- Care to Perennial? (plant care video series)
- MN Craftsman Tips & Tricks (video series)
- Shrubs You'll Lub (5)
- Craftsman Picks (5)
- Plant of the Month (1)

## **DESIGN SCHOOL:**

Designing for four-seasons of interest

## **FEATURE PLANTS:**

- Grace n' Grit Roses series (4-9); Bush Kangaroo Paw series (10-11); SunBelievable
- Annuals: Dalia, Gerbera
- Perennials: Siren's Song Coral Bells series, Prince of Orange Oriental Poppy, Harlequin BeardTongue series
- Shrub: Ninebark series, Little Ollie Olea, Cheesehead Potentilla, Royal Cape Plumbago, Emerald Colonnade Ilex, Seaside Hydrangeas
- · Tree: Icee Blue Podocarpus

# **MARCH**

## **™**MONROVIA 2019 MARKETING CALENDAR

**TARGET:** All humans that love to bring nature into their lives.

## **MARKETING TOPICS:**

- Cool New Grapes
- Fresh ideas for summer window boxes/containers for covered porches
- Weekend Makeover (Sunbelievable) Influencers
- 5 Ways to Design with Hydrangeas
- What to plant to avoid late summer color lull
- Tips for Planting under Trees
- Isn't Mom Sunbelievable? (Mother's Day Program)
- Unexpected Hanging Basket Combos
- Now's The Time (regional reminders)
- What the Stake (how-to/info video series)
- Care to Hydrangea (plant care video series)
- MN Craftsman Tips & Tricks (video series)
- Shrubs You'll Lub (5)
- Craftsman Picks (5) & Plant of the Month (1)

## **DESIGN SCHOOL:**

• Fresh Ideas for using Annuals

## **FEATURE PLANTS:**

- Zestful Grape series; Chateau Rose of Sharon series; Seaside Serenade Hydrangeas
- Evolution Coneflower, Floralberry Hypericum, Begonias, Calibrachoa, Lantana, Geranium (Hanging Baskets), Stonecrop, Sunbelievable
- Seaside Hydrangeas (series), Plum Passion
   Hydrangea, Camouflage Fatsia, Winged Phoenix
   Hardy Schefflera, Weigela
- Edibles: Vaccinum Bountiful Blue

**TARGET:** All humans that love to bring nature into their lives.

## MARKETING TOPICS:

- Plants that thrive at the shore
- 10 Things Rose Lovers Should Know
- 5 Gorgeous solutions for slopes and hillsides
- How to Build Your Child's Special Garden
- In the Garden on Father's Day
- Now's The Time (regional reminders)
- What the Water (how-to/info video series)
- · Care to Vine (plant care video series)
- MN Craftsman Tips & Tricks (video series)
- Shrubs You'll Lub (5)
- Craftsman Picks (5)
- Plant of the Month (1)

• All About Garden Lighting

## **FEATURE PLANTS:**

**DESIGN SCHOOL:** 

- Seaside Hydrangeas series (4-9), Sunstar Tickseed series (5-10), Shasta Daisy series (4-9), Harlequin Beardtongue series (5-9)
- Shrubs: Floralberry Hypericum, Chateau Rose of Sharon Collection, Darkstar Purpleleaf Sand Cherry, Weigela series, Evolution Coneflower series, Stonecrop series, Sienna Sunrise Nandina, Sparkler Arrowwood Viburnum, Cheesehead Potentilla
- Roses: Grace n' Grit

## MAY

## **™**MONROVIA 2019 MARKETING CALENDAR

**TARGET:** All humans that love to bring nature into their lives.

## **MARKETING TOPICS:**

- Fruiting Shrubs that Look Great in July
- Mid-Season Fresh Dose of Color
- Hot Season Hero: Russian Sage
- What to Plant Now for Fall Color
- What to Plant for Late Season Polllinators
- Plants that Love Full Afternoon Sun
- Blueberry Blast: Nature's Superfood
- Mid-Season Garden Checklist
- Now's The Time (regional reminders)
- What the Pollinator? (how-to/info video series)
- Care to Fruit Tree (plant care video series)
- MN Craftsman Tips & Tricks (video series)
- Shrubs You'll Lub (5)
- Craftsman Picks (5) & Plant of the Month (1)

## **DESIGN SCHOOL:**

The Magic of Curves

## **FEATURE PLANTS:**

- Strawberry Shake Hydrangea (4-8), Evolution Coneflower series (4-9), Siren's Song Coral Bells (4-9)
- Shrubs: La Barbe Caryopteris, Blue Balloon Caryopteris, Chateau Sharon de Rose collection, Scallywag Ilex Russian Sage
- Roses: Grace n' Grit
- Edibles: Vaccinum Bountiful Blue, Strawberries, Blackberries
- Annuals: Dalia, Gerbera

**TARGET:** All humans that love to bring nature into their lives.

## MARKETING TOPICS:

- · Rooting for Fall
- · Choice Vines to plant on Arbors for Shade
- · Colorful hot sun lovers
- New & improved varieties for fall bloomers
- · Plants that don't mind if you go on vacation
- · Plants for the dog days of August
- · How Hardy is Your Garden?
- · Now's The Time (regional reminders)
- · What the Mulch? (how-to/info video series)
- · Care to Conifer (plant care video series)
- MN Craftsman Tips & Tricks (video series)
- Shrubs You'll Lub (5)
- Craftsman Picks (5) & Plant of the Month (1)

## **DESIGN SCHOOL:**

• How to use shade trees in the landscape

## **FEATURE PLANTS:**

- Stonecrop series, Salvia VIBE Ignition Purple, Hardy Schefflera, Dalia, Osteospermum, SunBelievable, Evolution Coneflower
- Topiaries: Spiral, PomPom, Poodle, Espalier
- Roses: Grace n' Grit
- Azalea Double shot series, Caryopteris, Floralberry Hypericum, Ninebark, Boxwood, Golfball Pittosporum, Nandina, Tiny Tower Italian Cypress, Brakelights Hesperello
- Vines: Wisteria, Clematis, Grapes, New Kiwi

## ZIOI

## 2019 MARKETING CALENDAR

TARGET: All humans that love to bring nature into their lives.

## MARKETING TOPICS:

- Sculptural statement making trees
- 'Who Knew' Plants for Fall Color
- There's an Ornamental Grass for Every Garden
- Mid-Sized shrubs that create a layered planting in borders and beds
- How to read a plant tag
- Why You should let your garden go wild
- Fresh Ideas for Fall Containers
- Labor Day Tips to Get You Into Winter
- Let the Winterizing Begin (3-5)

Craftsman Picks (5) & Plant of the Month (1)

## **DESIGN SCHOOL:**

Borrowed Landscapes: Capture the View Beyond

## **FEATURE PLANTS:**

- FloralBerry St. John's Wort Series (5-9), La Barbe Bleue Caryopteris (5-9)
- Shrubs: Emerald Stonecrop series, Azalea Double Shot series, Green Tower Boxwood, Ninebark series, Emeral Spreader Taxus
- Topiary: Spiral, PomPon, Bonsai, Cone, Cube
- Roses: Grace n' Grit
- Tree: Sienna Sunrise Nandina, Bonsai Blue Jacaranda
- Grasses: Little Bunny Dwarf Fountain, Avalanche Feather Reed, Purple Fountain, Overdam Feather Reed

TARGET: All humans that love to bring nature into their lives.

## MARKETING TOPICS:

- Conifers you'll wish you'd planted this February
- Best Fruit Trees for warm/cold zones
- Planting camellias for the longest season of bloom
- Prepping for Winter (3-8)
- Haunted Topiaries & Creepy/Spooky Planters
- Don't Leaf Your Garden Alone (prep for winter 3-5)
- Fun Clean-Up in the Garden (9-11)
- Fall Welcome Crafts (Wreaths)
- Social Holidays: World Smile Day
- Cool-season Annuals to plant (regionalized)
- Shop. Monrovia on-going marketing support
- What the Compost? (how-to/info video series)
- Care to Winterize? (plant care video series)
- Now's the Time (regional reminders)
- MN Craftsman Tips & Tricks (LPOD videos)
- Craftsman Picks (5) & Plant of the Month (1)

## **DESIGN SCHOOL:**

Design Defined: 3+1 counterpoint, achieving balance without symmetry

## **FEATURE PLANTS:**

- Golden Duke and Golden Duchess Eastern Hemlock
- Topiary: Spiral, Poodle, PomPon
- Shrubs: Green Tower Boxwood, Sea of Gold/Icee blue Juniper, Golfball pittosporum, Royal Cape Plumbago, Icee Blue Podocarpus, Bright n' Tight Prunis, Emerald Spreader Taxus, Seaside Hydrangeas
- Camellias: Julius Nuccio, Nuccio Bella Rossa, Vestito Rosso, Chansonette's Blush, Pink-a-boo

## Social Holidays: First day of fall Shop. Monrovia on-going marketing support What the Zone? (how-to/info video series) Care to Grass? (plant care video series) Now's the Time (regional reminders) MN Craftsman Tips & Tricks (videos)

## EXHIBIT B

## 2019 MARKETING CALENDAR

TARGET: All humans that love to bring nature into their lives.

**MARKETING TOPICS:** 

- Winter Planters
- Winter Annuals to Plant now (8-11)
- Gift wrapping ideas from the garden
- Start applying sulfate for bluer Hydrangeas
- Outwitting frost damage
- Giving Thanks for Small Gardening Joys
- Family gardening food & fun
- Social Holidays: World Kindness Day
- Prepping plants for winter protection (3-8)
- Shop.Monrovia on-going marketing support
- What the Frost? (how to/info video series)
- Now's the Time (regional reminders\_
- MN Craftsman Tips & Tricks (LPOD videos)
- Craftsman Picks (5) & Plant of the Month (1)

## **DESIGN SCHOOL:**

Using Ornamental Grasses for Late Season Magic

## **FEATURE PLANTS:**

- Chansonette's Blush Camellia (7-9)
- GreenTower Boxwood, Icee Blue Podocarpus, Bright n' Tight Prunis, Seaside Hydrangeas
- Lowe's Annuals
- Pink Muhly Grass
- Topiaries: Spiral, Pom Pon, Globe, Espalier, Oriental PomPon, Bonsai, Patio Tree, Cone, Cube

TARGET: All humans that love to bring nature into their lives.

## **MARKETING TOPICS:**

- Happy Holidays Editorial & Social
- 'Tis the Season to Stay Connected to Nature
- Top 10 Creative Gifts for Plant Parenthood
- Joy to Holiday Container Designs
- Shop. Monrovia on-going marketing support
- What the Over-Winter? (how to/info video series)
- Now's the Time (regional reminders)
- MN Craftsman Tips & Tricks (LPOD videos)
- Craftsman Picks (5) & Plant of the Month (1)

## **DESIGN SCHOOL:**

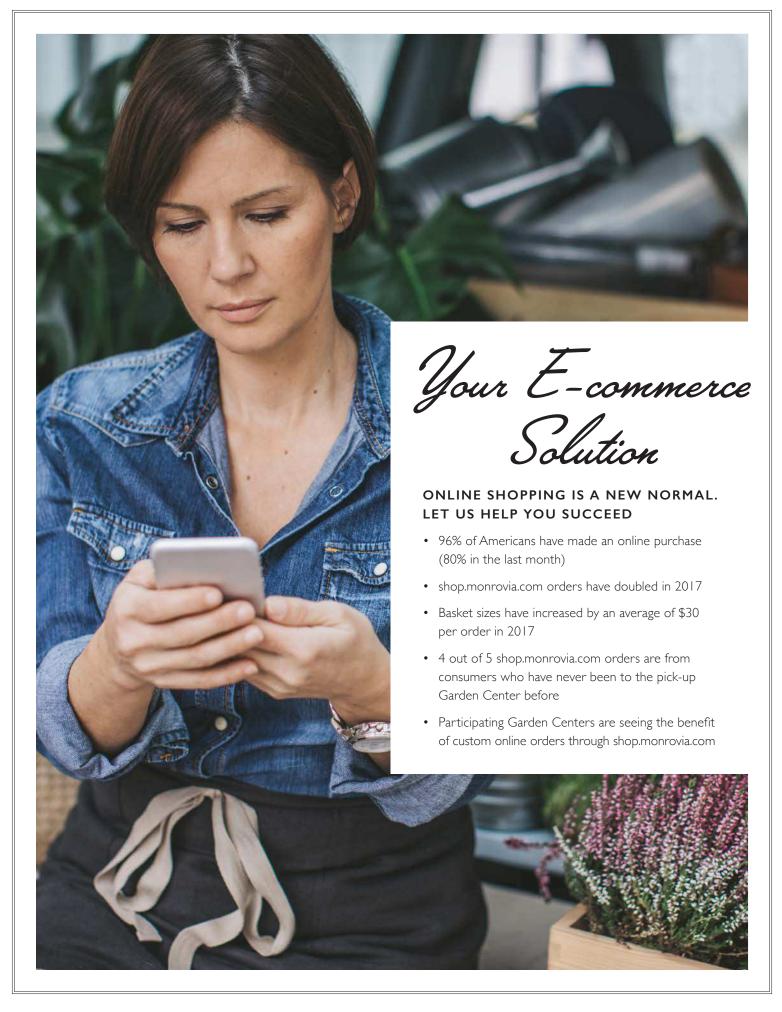
TBD

**JECEMBER** 

## **FEATURE PLANTS:**

- Chansonette's Blush Camellia (7-9)
- GreenTower Boxwood, Icee Blue Podocarpus, Bright n' Tight Prunis, Seaside Hydrangeas
- Lowe's Annuals
- Pink Muhly Grass
- Topiaries: Spiral, Pom Pon, Globe, Espalier, Oriental PomPon, Bonsai, Patio Tree, Cone, Cube

# NOVEMBER



## BECOME A SHOP. MONROVIA. COM

## Garden center



## **HOW IT WORKS:**

- · Consumers choose and order from the widest selection of plants online... customized to their zone.
- Consumers select YOUR GARDEN **CENTER** for delivery of the plants they ordered online.
- You're notified when the order is placed and shipped to your store.
- · All online orders are clearly tagged and ONLY delivered with your regular shipments.
- You receive a quarterly statement and a check for the margin on shop.monrovia.com orders sent to your store.
- We work together to provide consumers with high-quality service and convenience.

## WHAT WE DO:

- Protect your margins by setting HIGHER prices online than average retail price.
- Ship the online orders to you in prime condition.
- Provide you with the contact information for consumers who have designated YOUR GARDEN **CENTER** for desired delivery. 4 out of 5 shop.monrovia.com customers are new to your store.
- Promote shop.monrovia.com via paid advertising, paid search, social media, the Grow Beautifully blog, and newsletter subscribers. We deliver over 20 million impressions each year!
- Handle all sales, customer service, and refunds.

## WHAT YOU DO:

- Contact consumer for pick up when online orders arrive.
- Promote shop.monrovia.com internally to your team and with in-store signage and externally via social media, newsletters, and website—we give you all the tools you need!
- · Offer home delivery for all shop.monrovia.com orders.

shop. monrovia.com

## SHOP.MONROVIA.COM GARDEN CENTER

## Testimonials



-LAURA KALFS, LANDSCAPE GARDEN CENTERS, SIOUX FALLS, SD

"shop.monrovia.com gives us an opportunity to meet a new customer as they come in to pick up their orders. It's a perfect time to offer additional items and add on sales. In the end we will hopefully have a new customer who will come to depend on us for their [gardening] needs!"

—TOM WILLMORE, FLOWER MART BY SUNRISE, NASHVILLE, TN

"We had a customer who spent \$33.90 on shop.monrovia.com come in to pick up their plant. The customer had not shopped here before... they ended up spending \$2,200 on following visits. [They're] now a Glover customer!"

-ROD GLOVER, GLOVER NURSERY, WEST JORDAN, UT

## SHOP.MONROVIA.COM

# Digital tools for your website

## MONROVIA.COM/RETAIL/ONLINE-RESOURCES/ECOMMERCE-BANNERS



"(shop.monrovia.com) allows the internet shopper to get plants that they didn't know were available locally. It's a way to get people into our store who never new (the store) existed."

## — PETER PERINO, PERINO'S GARDEN CENTER

"Everything went very well upon pickup of my gorgeous plant. I found a new nursery to call my favorite. I didn't even know it existed. Thank you all for being awesome!"

- MARI LARSEN, NEW PATRON OF **PORTLAND AVE NURSERY** 









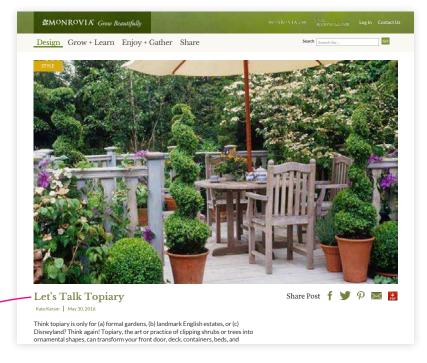
SHOP NOW

# Marketing Plan Template

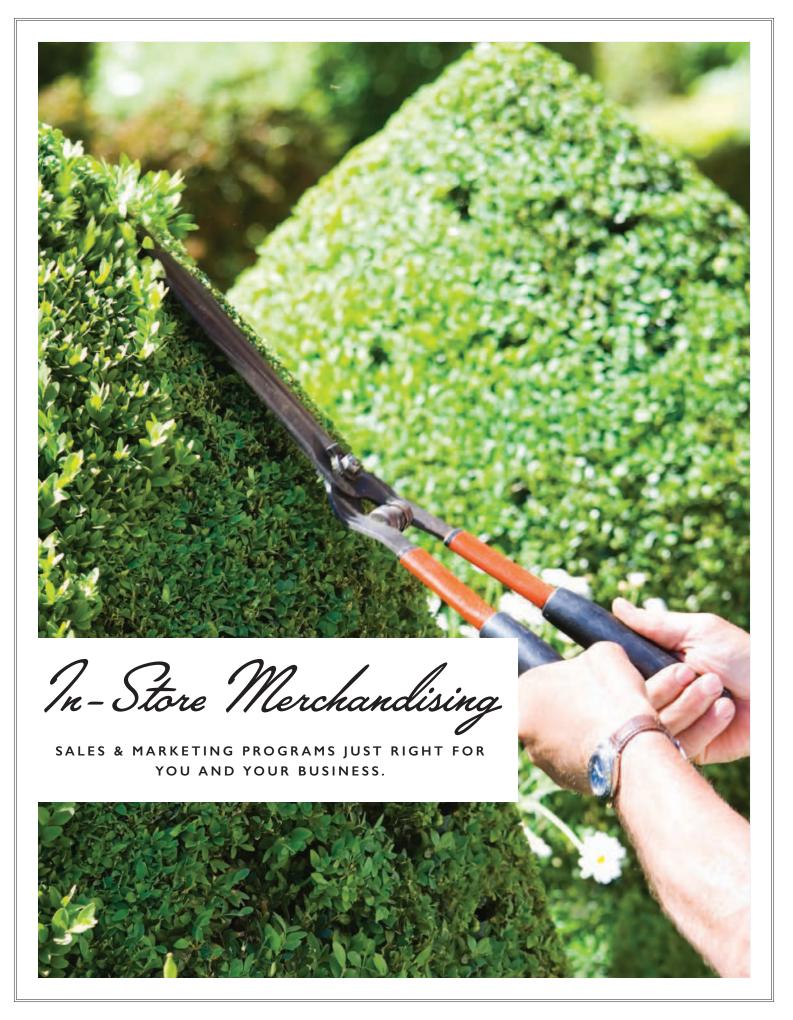
## WE WILL HELP YOU COMPLETE THE ULTIMATE INTEGRATED **CONSUMER EXPERIENCE AND** SUCCESSFUL SELL THROUGH.

Use our editorial calendar (pp. 18-20) to tie in our content with your custom forcasted order by following a Merchandising Plan!

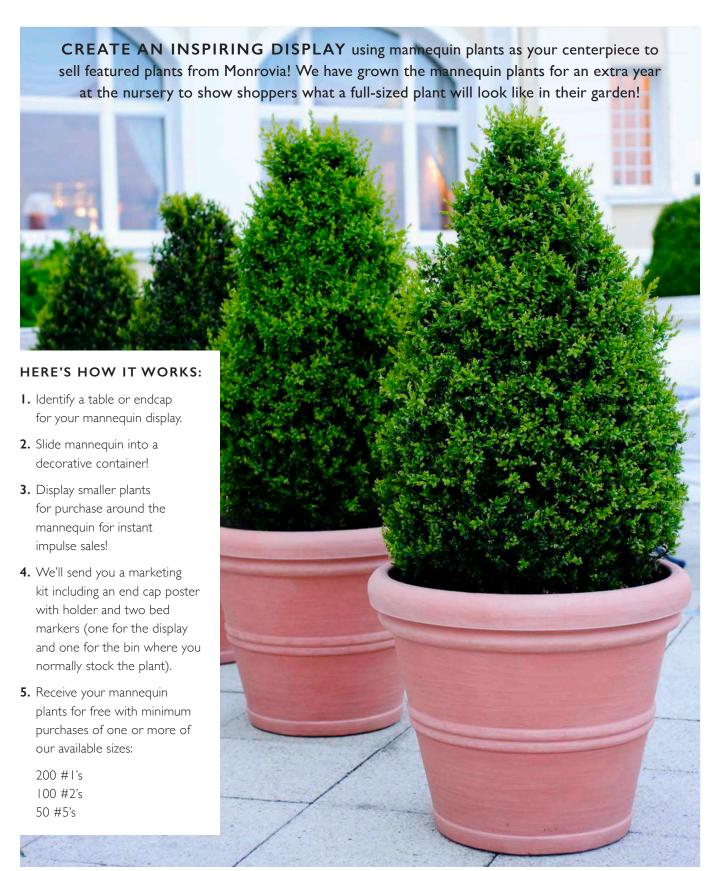
Your Monrovia Sales Representative will help you to design a spring and fall monthly plan to promote the Monrovia plants on your order. Use our scheduled content, plant mannequins, and creative in-store merchandising posters and bedmarkers in displays.



Editorial Calendar Plan Theme: Plotting, Planning, Planting	Display Unit/Area	February	March
1		*	
Article: "Let's Talk Topiary"	Front of Greenhouse	Topiary Display	
Article: "Dwarf Shrubs for smaller spaces"	Front Bed		Lava Nugget Barberry 2g, Buxus Green Velvet 2g, 5g
Video: shop.monrovia.com How To Use			
Social Media Quiz "Find your garden style (a new quiz) and plants to fill the bill"			
Article: "What to prune and when to do it"			
Article "Wonderful Weigela for spring bloom:			
Garden Solutions: 5 Ways to Maximize Small Spaces			
Design School: Using Mystery in Garden Design		Tie in w/Dwarf	Shrub Display
Featured Plant of the Month: Enchanted Forest Pieris (series) for zones 6-8, Dark Star Creeping Oregon Grape for zones 5-9	Plant of the Month End-Cap	Dark Star Mahonia	



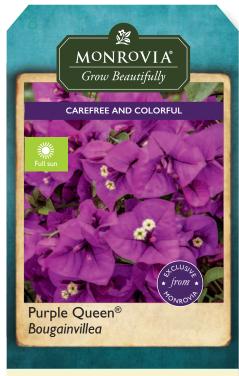
#### MANNEQUIN PLANT PROGRAM



PETITE PILLAR™ DWARF BOXWOOD

## Info Label

FRONT BACK



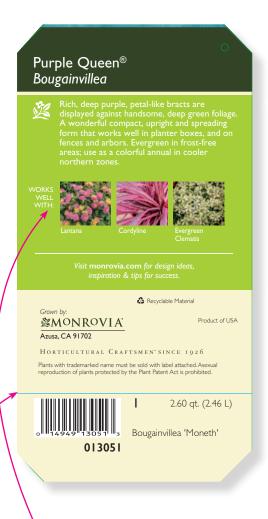
For more information on this plant, Text 01305 to 27438

#### **MOBILE ADVANTAGE**

- Customers can text for more information and offers.
- Contact Digital Marketing Manager klichhart@monrovia.com for more information.

#### PERF LINE

- Perforation for easy tear-off.
- Price and information for P.O.S. flexibility.



#### **DESIGN IDEAS**

Research shows that customers are seeking design help in-store from multiple sources.

Works Well With suggestions are a kick-off point for IGC staff to:

- Engage with retail customers.
- Suggest regionally suited varieties in current inventory.
- Build on the sale.

#### INSIDE

#### Purple Queen® Bougainvillea

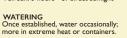
#### **INSIDE FOLD**

- Tag opens.
- Consumers are more likely to scroll down for information, as if on a smartphone.
- Consumers want quick-read, visual information.

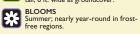
#### Grow, Bloom & Thrive



LIGHT
Full sun: 6 hours+ of direct sunlight









LANDSCAPE USE
Urban Garden, Privacy Screen,
Ground Cover, Green Wall, Espalier,
Erosion Control, Container, Coastal
Exposure, Barrier













In all things of nature there is something of the marvelous.

#### **Planting for Success**

- DIG HOLE. Two times width of pot.
- 2 PREPARE SOIL. Combine planting mix and soil. Add a slow
- 3 SET PLANT. Place plant in hole so top of root ball is slightly above ground level.
- 4 BACK FILL. Pack soil gently but firmly, and form a berm.
- 5 WATER TO SETTLE. Add more soil as needed, water again.
- 6 FINISH. Add a 1/2" layer of mulch.

#### Care Instructions

Provide average to lean, fast draining soil. USE CAUTION not to damage roots when planting. Water deeply and regularly during the first growing season to establish an extensive root system. Once established in the landscape, reduce frequency; water container plants regularly, when top 3 in. of soil are dry. Feed in spring.

Monrovia plants are grown in our custom-blended, nutrient-rich soil, giving them a healthy start for your gardening success.







PfP ( #growbeautifully

For more information on this plant, Text 01305 to 27438

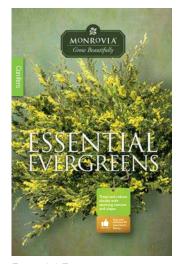
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#### PERF LINE

- Perforation for easy tear-off.
- Free pre-pricing.
- Price and information for P.O.S. flexibility.

#### MONROVIA

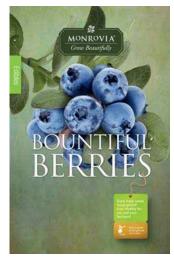
#### BEAUTIFY YOUR STORE WITH MONROVIA GARDEN SOLUTIONS!



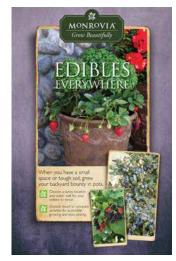
Essential Evergreens 422447PX



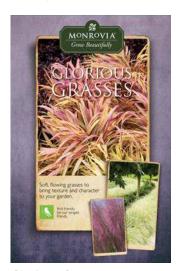
Coolest Conifers 422467PX



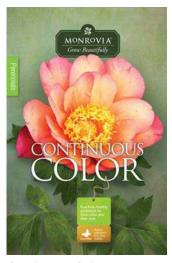
Bountiful Blueberries 422037PX



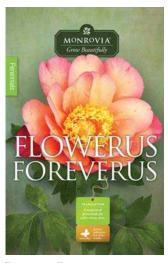
Edibles Everywhere 422477PX



Glorious Grasses 422127PX



Continuous Color 422057PX

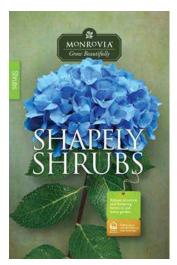


Flowerus Foreverus 422567PX



Colorful Cascade 422527PX

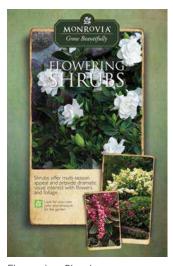
## MONROVIA | Posters



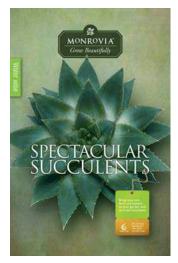
Shapely Shrubs 422077PX



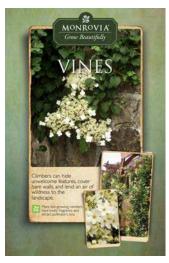
Shrubificus Spectaculus 422557PX



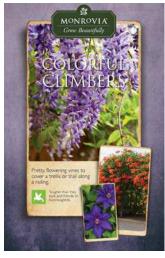
Flowering Shrubs 422117PX



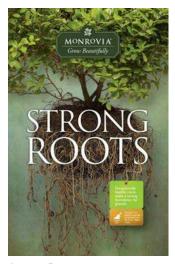
Spectacular Succulents 422087PX



Vines 422157PX



Colorful Climbers 422457PX



Strong Roots 422097PX



Dry Shade 422167PX



Low-Water Lush 427837PX



Shady Color 427847PX

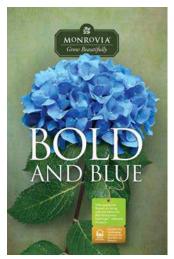


Shrubs for Shade 427857PX

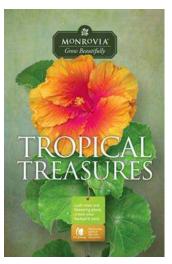


Small Spaces 422207PX

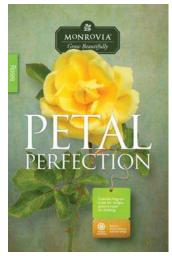
### MONROVIA | Posters



Hydrangeas 422027PX



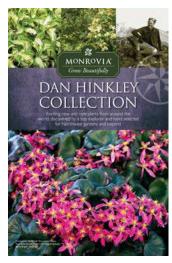
Tropical Treasures 42217PX



Petal Perfection 422067PX



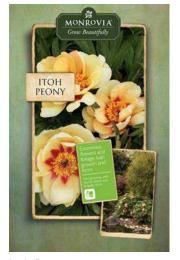
Greatest Gardenias 422497PX



Dan Hinkley Collection 423377PX



Hosta of the Year 422507PX



Itoh Peony 422147PX



Holiday Collection 427887PX



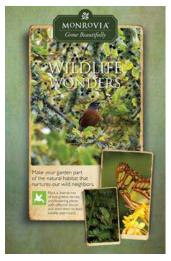
Shrubs for Sun 427867PX



**Topiaries** 427877PX



Tropical Paradise 422537PX

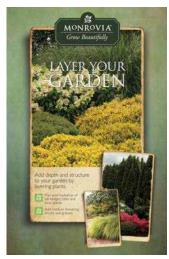


Wildlife Wonders 422547PX

## MONROVIA | Posters



Ground Covers 422137PX



Layer Your Garden 422187PX



Entry Ways 422 Î 77PX



Fragrant Favorites 422487PX



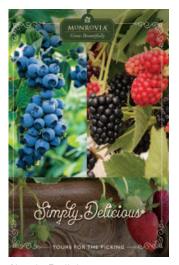
Pollinator Friendly 422197PX



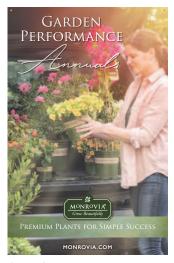
Seaside Serenade® 427907PX



Grace N' Grit™ 427917PX



Simply Delicious 427947PX



Annuals 427937PX



SUNbelievable 427927PX

#### END CAP



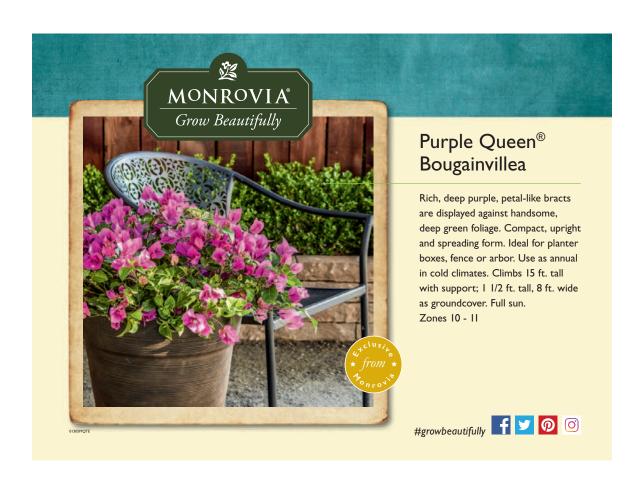
#### **DESIGNED WITH SMALLER SPACE IN MIND**

these posters are perfect for garden centers that need attractive posters in a compact size (L-18" x W-24").

Buy 50 - #1, or 25 - #2, or 20 - #5 to get a **free end cap poster!** 

EASY-TO-USE POSTER HOLDER INCLUDED.

## Ask your rep for our full collection.



## Posters | COMPLETE LIST

02834ECP ABELIA KALEIDOSCOPE-GB POSTER
09957ECP AGAPANTHUS BABY PETE-GB POSTER
00188ECP AGAPANTHUS MIDKNIGHT BLUE-GB POSTER
06638ECP ALSTROEMERIA ROCK & ROLL-GB POSTER
02394ECP BERBERIS CRIMSON RUBY-GB POSTER
01203ECP BERBERIS GOLDEN NUGGET-GB POSTER
01193ECP BERBERIS SUNSATION-GB POSTER
01398ECP BUXUS S SUFFRUTICOSA-GB POSTER
04676ECP CALLISTEMON SCARLET TORCH-GB POSTER
41887ECP CLEMATIS BOULEVARD NUBIA-GB POSTER
41886ECP CLEMATIS BOULEVARD DAIYU-GB POSTER
0305 I ECP CUPRESSUS LEY EMERALD ISLE-GB POSTER
03073ECP CUPRESSUS SEMPTINY TOWER-GB POSTER
04789ECP DAPHNE MOONLIGHT PARFAIT-GB POSTER
04674ECP DIETES X KATRINA R-GB POSTER
08582ECP DISPORUM CANT MOONLIGHT-GB POSTER
03303ECP FATSIA JAP VARIEGATA CAMOUFLAGE-GB POSTER
01754ECP FORSYTHIA MAGICAL GOLD-GB POSTER
02804ECP GRASS-CORTADERIA IVORY FEATHERS-GB POSTER
08487ECP GRASS-MUHLENBERGIA C PLUMETASTIC-GB POSTER
41478ECP HEMEROCALLIS EVERYDAYLILY CREAM-GB POSTER
41479ECP HEMEROCALLIS EVERYDAYLILY PINK WING-GB POSTER
41481ECP HEMEROCALLIS EVERYDAYLILY YELLOW PUNCH-GB POSTER
42790ECP HOSTA OF THE YEAR-GB POSTER
40984ECP HYDRANGEA M SSS CAPE COD-GB POSTER
09662ECP HYDRANGEA M SSS FIRE ISLAND-GB POSTER
09663ECP HYDRANGEA M SSS HAMPTONS-GB POSTER
40985ECP HYDRANGEA M SSS OUTER BANKS-GB POSTER
40987ECP HYDRANGEA SER SSS CAPE MAY-GB POSTER
09265ECP ILEX EMERALD COLONNADE-GB POSTER
08074ECP JASMINUM SUMMER SOUL-GB POSTER
05365ECP JUN SC BLUE ARROW-GB POSTER
07993ECP LAURUS NOB LTTLE RAGU-GB POSTER
03742ECP LOROPETALUM C EVER RED-GB POSTER
05943ECP MAGNOLIA G LITTLE GEM-GB POSTER
04725ECP MUKDENIA CRIMSON FANS-GB POSTER
06304ECP OLEA LITTLE OLLIE-GB POSTER

40989ECP PHYSOCARPUS PETITE PLUM-GB POSTER	
01937ECP PICEA GL CONICATINY TOWER-GB POSTER	
04943ECP PIERIS J GAY GOBLIN-GB POSTER	
04947ECP PIERIS J IMPISH ELF-GB POSTER	
05121ECP PIERIS J RIVER NYMPH-GB POSTER	
05142ECP PITTOSPORUMTEN TASMAN RUFFLES-GB POSTER	
08655ECP PODOCARPUS ICEE BLUE-GB POSTER	
08000ECP POLYSPORA L FULLMOON-GB POSTER	
08204ECP PRUNUS L CHESTNUT HILL-GB POSTER	
04675ECP RHAPHIOLEPIS U SOUTHERN MOON-GB POSTER	
09602ECP RUBUS X BABY CAKES-GB POSTER	
03949ECP SALIX INTEGRA FLAMINGO-GB POSTER	
42069ECP SALVIA IGNITION PURPLE-GB POSTER	
05541ECP SCHIZOPHRAGMA LACY HEARTS-GB POSTER	
04219ECP SYRINGA X OLD GLORY-GB POSTER	
05514ECPTHUJA X EMBER WAVES-GB POSTER	
07240ECPTHUJA XTINYTOWER-GB POSTER	
07343ECPTSUGA C EMERALD FOUNTAIN-GB POSTER	
05   32ECPTSUGA C GOLDEN DUCHESS-GB POSTER	
40995ECP VIBURNUM DENT SPARKLER R-GB POSTER	
40976ECP WEIGELA CRIMSON KISSES-GB POSTER	
40997ECP WEIGELA F COCO KRUNCH-GB POSTER	
0787 I ECP WEIGELA FL GOLDEN JACKPOT-GB POSTER	



Easy to use poster holder included.

#### MONROVIA

## Pop 1-2-3

#### A QUICK AND EASY WAY TO ORDER CUSTOM SIGNAGE!

Our point-of-purchase ordering site found on your account page of Garden Gateway allows you to tailor signage to your market's needs! Order custom bedmarkers and multi-variety signs with your garden center's name and logo, pricing and even regional information to create high impact, informative in-store signs that will help your customers make their purchase decision more easily!



- garden center by the end of the month. Expedited orders are available at additional cost.
- Orders are shipped via UPS Ground unless otherwise specified.
- Orders will be direct-billed to your garden center.
- Questions about how to access Garden Gateway and to find POP 1-2-3? Contact your Sales Representative and they will be happy to help!

#### SPECIALTY TAGS

## Pair with a matching poster!

#### DRAW ATTENTION TO YOUR PLANTS by adding a

specialty label to go with the Monrovia Info TM label

Matching posters available for a beautiful and informative marketing program custom made up of the plants you select!



#### PLANT STAND CONTAINER





#15

#25

OR, CA, CT, GA

OR, CA, CT, GA

408147PX

408157PX

#### UP-TO-DATE INFORMATION

## Garden Gateway



#### GARDEN GATEWAY IS A SECURE WEBSITE THAT GIVES YOU 24-7 ACCESS TO UP-TO DATE

**INFORMATION** about plant availability, marketing content, and your account information.

It's almost as good as being at the nursery yourself when you use our Photo Availability List on Garden Gateway. This innovative way to show plant availability enables you to see current photos of each plant that is available to purchase and easy access to our website information on the plant helping you make the best decisions for your business.

Need content for your website, blog, newsletter or social media? A click on the link through Garden Gateway opens to our shareable content and videos! Additionally, there is a link for you to order custom, co-branded bedmarkers through our easy-to-use POPI23 site.

You can review your account details such as shipped and unshipped orders, confirmed plant order balances and invoice information. Additionally, there is easy access to view and make changes to your retails for our FREE pre-pricing program!

Easy steps to gain access to Garden Gateway are available on our website through the "Retailers and Professionals'' link at the top right of our website or contact your Monrovia Sales Craftsmen to sign up!

## EXHIBIT B

#### PHOTO AVAILABILITY LISTS

# Next best thing to a tour of our nurseries...

OUR PHOTO AVAILABILITY LISTS allow you to see what our plants look like now, and what you can expect to be delivered on your next order!

New pictures are taken continually to show the quality of our plants that grow beautifully. Photos are date stamped and show the exact size and condition of each plant so you can buy with confidence.









Please contact a Monrovia Sales Representative for help with passwords or to set up a new account.

If you want to see a quick demonstration and do not have a Garden Gateway account, log in with this user name and password:

https://gardengate.monrovia.com

User Name: Monrovia Password: Monrovia

#### HOSTA OF THE YEAR **PROGRAM**



special variety as "Hosta of the Year." These special selections are acknowledged for being unique, easy to grow, and loved by many, making them good choices for beginning gardeners and collectors alike! Together, they make an easy and fun display for customers to browse, shop, and collect them all!

#### THE PROGRAM

- Book 20 varieties, 10 each for a package of 200 plants total.
- Receive a free poster.
- Matching labels include the year of designation.

1996 Hosta So Sweet	2008 Hosta Mouse Ears
1997 Hosta Patriot	2009 Hosta Earth Angel
1998 Hosta Fragrant Bouquet	2010 Hosta First Frost
1999 Hosta Paul's Glory	2011 Hosta Praying Hands
2000 Hosta Fluctuans Variegated (Sagae)	2012 Hosta × Liberty
2001 Hosta June	2013 Hosta Rainforest Sunrise
2002 Hosta Guacamole	2014 Hosta Abiqua Drinking Gourd
2003 Hosta Regal Splendor	2015 Hosta Victory
2004 Hosta Sum & Substance	2016 Hosta Curly Fries
2005 Hosta Striptease	2017 Hosta Brother Stefan
2006 Hosta Stained Glass PPAF	2018 Hosta World Cup
2007 Hosta Paradigm	2019 Hosta Lakeside Paisley Print



Magic Daydream Abelia

(Abelia grandiflora 'Opstal103' PP#28,472) Zone: 6 - 9

Total knockout, from the glossy, variegated foliage with a pink splash to the large, fragrant blooms that change color from white to pink. 2017 silver medal winner at Holland's Planterium trade show. Use in shrub borders, mixed containers or as a single potted specimen on a balcony or terrace. 2 ft. tall and wide, Full sun, Deciduous, Monrovia Exclusive



Velvet Viking™ Japanese Maple

(Acer palmatum dissectum 'Monfrick' PPAF) Item #3438 Zone: 4 - 9

You read the zones right! Discovered in Minnesota, first cutleaf Japanese maple to thrive in northern, cold climate, semi-shade gardens. Radiant maroon foliage with bright red new growth. Excellent container specimen or in a mixed shade border. Slow and dwarf, reaches 3 ft. tall, 4 ft. wide in 15 years. Part shade. Deciduous. Monrovia Exclusive



Sweet 'n Solo™ Kiwi Fruit

(Actinidia deliciosa 'Renact' PP23457) Item #41463 Zone: 7 - 9

Self-pollinating and easy to grow, the large, heart-shaped leaves, creamy-white, fragrant spring flowers, and tasty, sweet fruits make this a delicious choice for the home garden. Low chill requirements so perfect for warmer regions. Ideal for growing on a wall, pergola or fence. Climbs to 15' tall; fruits within 3 years. Full Sun, Deciduous, Monrovia Exclusive



Double Shot® Lavender Azalea

(Rhododendron x 'RLH1-12PO' PPAF)

From Double Shot® series, blooms in spring and again in mid-summer until frost. It's both cold hardy and heat tolerant, which allows for many uses within the garden. Compact enough for container gardens, or used in mass planting and self-cleaning meaning even more flower and less work! Reaches 3 ft. tall and wide. Part shade. Evergreen. Monrovia Exclusive



Double Shot® Salmon Azalea

(Rhododendron x 'RLH1-10P18' PPAF) Item #42062

Quite the blooming machine! This gorgeous, reblooming azalea flowers twice-first in spring and again in mid-summer until frost. Cold hardy and also heat tolerant. Compact enough for container gardens, or used in mass plantings. Self-cleaning meaning even more flowers and less work! Reaches 3 ft. tall and wide. Part shade. Evergreen. Monrovia Exclusive



Shangri-La™ Hemsley's Begonia

(Begonia hemsleyana 'MonShayne') Item #42323 Zone: 8 - 11

Hardy perennial from the mountains of China. Upright, fuzzy, dark red stems support handsome, dark olive-green foliage with brick red undersides. Lobed, toothy leaves with silvery white speckles add texture and contrast. An extraordinary specimen for containers or a large terrarium. Moderate growing, reaches 12 to 18 in. tall and wide. Full to part shade. Evergreen. Monrovia Exclusive



Chansonette's Blush Camellia

(Camellia sasanqua 'Monchatb' PPAF) Item #9494 Zone: 7 - 10

Delightful new color variation on this showy, low-growing camellia displays profuse, softpink flowers on glossy dark-green leaves. Flowers are perfect for cutting. Excellent choice for a natural hedge, espalier, or groundcover in shaded settings. Mid-season bloomer. Moderate growing; reaches 2 to 3 ft. tall, 8 ft. wide. Full shade to filtered sun. Evergreen. Monrovia Exclusive



La Barbe Bleue™ Bluebeard

(Caryopteris x 'SMCIPG' PPAF) Item #40981 Zone: 5 - 9

Fragrant, shiny-yellow foliage adds a warm glow to the landscape throughout summer. Abundant deep-blue flower spikes provide a rich contrast to the yellow foliage and valuable color in summer and early fall. Neat and compact habit makes it a great container plant and garden specimen. Moderate growing; reaches 36 in. tall, 30 in. wide. Full sun. Deciduous. Monrovia Exclusive



Sunstar™ Gold Tickseed

(Coreopsis verticillata 'Sunstar Gold' PPAF) Item # 42888 7one: 5 - 10

Easy to grow tickseed in a molten-golden hue brings rich color and long bloom time to the summer garden. A must have for any perennial border, cutting garden, potager, or in a mixed perennial containers. Wonderful in design schemes from cottage to modern. Reaches 2 ft. tall, 30" wide. Full sun. Herbaceous perennial. Monrovia Exclusive



Sunstar™ Orange Tickseed

(Coreopsis verticillata 'Sunstar Orange' PPAF) Item # 42889 Zone: 5 -10

With orange forecast to be a key color for 2019, there's no better time to load up on citrus-hued blooms. Sun-loving, these large flowered perennials thrive in heat, and their long bloom season makes them valuable in colder zones. Blossoms attract bees and butterflies. Reaches 2 ft. tall, 30" wide. Full sun. Herbaceous perennial. Monrovia Exclusive



Sunstar™ Rose Tickseed

Item # 42887 7one: 5 - 10

From a new series, this one is smothered in very large flowers in a vivid rose-pink hue that bloom from late spring through the heat of summer. Bright and cheery, tickseed attracts butterflies and birds to the garden, and also makes great cut flowers, too. Reaches 2 ft. tall, 30" wide. Full sun. Herbaceous perennial. Monrovia Exclusive



(Coreopsis verticillata 'Sunstar Rose' PPAF)



Evolution™ Fiesta Coneflower

(Echinacea 'Fiesta' PPAF) Item #41359 Zone: 4 - 9

Spicy coral-pink flowers make a riot of color even as they age to softer shades. New flowers emerge throughout summer for nearly nonstop blooms that are wonderful for use as cut flowers. A cottage garden essential, and perfect for containers or borders. Quickly reaches 18 to 20 in. tall, 18 in. wide. Full sun. Herbaceous perennial, Monrovia Exclusive



Evolution™ Spaki™ Coneflower

(Echinacea 'Echin Evlutn Spaki ™ YLW' PPAF) Item # 42875 Zone: 4 - 9

From the "Evolution" series, this has very large, bright-yellow blooms that draw pollinators like crazy. Nicely shaped, well-branching plant looks great in a massed in mixed border, tucked into a potager, or in a container. Wonderful blooms from late spring right through fall. Quickly reaches 18 to 20 in. tall, 18 in. wide. Full sun. Herbaceous perennial. Monrovia Exclusive



Evolution™ Green Eye Coneflower

(Echinacea 'Green Eye' PPAF) İtem #41360 Zone: 4 - 9

Enchanting green cone at the center of every bloom, framed by dense petals in pink hues. Lush foliage, and sturdy, upright stems create a beautiful backdrop for continuous blooms late spring through fall. Stunning in beds, borders, and containers. Quickly reaches 18 to 20 in. tall, 18 in. wide. Full sun. Herbaceous perennial, Monrovia Exclusive



Sunbelievable™ Brown Eyed Girl Helianthus

(Helianthus x hybridus 'TMSNBLEV01' PPAF) Item #43002

Award-winning, multi-branching, heat tolerant, non-invasive annual produces over 1,000 flowers in a single season, throughout summer until first frost. Sunny-yellow petals with a dash of rich-red surround the large brown center of each sensational flower. Excellent in borders and containers. Full, rounded form reaches 24 in. tall, up to 39 in. wide. Full sun. Annual. Monrovia Exclusive



Evolution™ Yellow Falls Coneflower

(Echinacea 'Yellow Falls' PPAF) Zone: 4 - 9

Easy perennial for bright, sunny color, late spring through fall. Lemon-yellow petals arch slightly downward from showy center cones. A cutting garden essential, perfect for containers or mixed perennial borders. Flowers are a favorite of butterflies, bees, and birds. Quickly reaches 18 to 20 in. tall, 18 in. wide. Full sun. Herbaceous perennial. Monrovia Exclusive



Evolution™ Embers™ Coneflower

(Echinacea '14-30' PPAF) Item # 42874 Zone: 4 - 9

No perennial garden should be without these which sail through heat and some drought with ease, Blooming into fall, this one sports large red blooms on a tidy, well branching plant that makes it ideal for adding color to mixed borders, containers, a cuttings gardens. Quickly reaches 18 to 20 in. tall, 18 in. wide. Full sun. Herbaceous perennial, Monrovia Exclusive



Cascade™ Blush Lenten Rose

(Helleborus 'Monobyrn1' PPAF) Item #9726

Stunning large blooms with deep purple-pink petals will grace the garden from late winter through early spring on mounds of deeply lobed, leathery evergreen foliage. A delightful deer resistant perennial for naturalizing in shaded borders and woodland gardens. Reaches 18 to 22 in. tall, 24 in. wide. Full to partial shade. Evergreen. Monrovia Exclusive



Cascade™ Picotee Lenten Rose

(Helleborus 'Monobyrn2' PPAF) Item #8968 Zone: 4 - 9

Exquisite double blooms with red-violet accent that bleeds into clean white petals and gently frames them with a beautiful picotee edge. Leathery foliage is deer and rabbit resistant. Happily graces shaded beds and woodland gardens from late winter through early spring. Moderate growing; reaches 18 to 22 in. tall, 24 in. wide. Full to partial shade. Evergreen. Monrovia Exclusive



Sirens' Song™ Dark n' Bright Coral Bells

(Heuchera '17-03' PPAF) Item # 42867

Hot-pink flowers in part shade? That's what you get with this new coral bell that sends up loads of wands topped with bright blooms that wave over some of the darkest purple foliage out there. The whole thing is flirty and frilly. Blooms late spring into summer. Reaches 18" tall, 12" wide, Partial shade, Herbaceous perennial. Monrovia Exclusive



Sirens' Song™ Dark Night Coral Bells

(Heuchera '17-02' PPAF) Item # 42866

Dark, rich, ruffled foliage is just the start. The drama of the leaves is matched by the tall wands of deep-pink colored flowers that amp up the drama. Though you won't want to cut them, the airy flowers are a nice addition to vases. Blooms late spring into summer. Reaches 18" tall, 12" wide. Partial shade. Herbaceous perennial. Monrovia Exclusive.



Sirens' Song™ Orange Delight Coral Bells

(Heuchera '17-04' PPAF) Item # 42869 7one: 4 - 9

Shades of orange, from luminous peachy-pink to pumpkin-bright, are matched by pinkish flowers on reddish-stemmed wands. It's truly a visual feast of a plant. Wonderful accent where you need high contrast for dark green and purple foliage in mixed borders. Blooms late spring into summer. Reaches 18" tall, 12" wide. Partial shade. Herbaceous perennial. Monrovia Exclusive



Sirens' Song™ Spicy Lime Coral Bells

(Heucherella '15-04' PPAF) İtem # 42870

Heucherella, a cross between Heuchera and Tiarella, yields a plant that's more resistant to rust and disease. It's essentially a shade-loving ground cover, which makes it so useful. This variety has luminous lime-yellow foliage that's spiced up with paprika-hued dark veins. Blooms late spring into summer. Reaches 12" tall and wide. Partial shade to full sun. Herbaceous perennial. Monrovia Exclusive



Chateau™ d'Amboise Rose of Sharon

(Hibiscus syriacus 'Minsypin3' PPAF) Item #40952

From the Chateau series, this exquisite Hibiscus is covered up and down the stems from early summer to fall with clear-pink flowers with a prominent and showy dark raspberry center staminal column. Height and scale makes this ideal for borders or island beds where you need impact. Reaches 6 ft. tall, 4 ft. wide. Full sun to part shade. Deciduous. Monrovia Exclusive



Chateau™ de Chambord Rose of Sharon

(Hibiscus syriacus 'Minstre10' PPAF) İtem #40954 Zone: 5 - 9

From the Chateau series, look for loads of pretty, large, rose-hued blooms each distinguished by a prominent and showy dark center staminal column. Upright, vase shaped, multi-stemmed habit is so useful as a back of the border showstopper or to frame gates or entries. Reaches 6 ft. tall, 4 ft. wide. Full sun to part shade. Deciduous. Monrovia Exclusive



Chateau™ de Chantilly Rose of Sharon

(Hibiscus syriacus 'Minsymacwhi1' PPAF) Item #40950 Zone: 5 - 9

From the Chateau series, this one shows abundant, white, hollyhock-like flowers with prominent dark-raspberry center staminal column. Pretty, long, coarsely-toothed, threelobed summer leaves produce no fall color. Romantic addition to garden borders where you need height or against a tall fence or wall. Reaches 6 ft. tall, 4 ft. wide. Full sun to part shade. Deciduous. Monrovia Exclusive



Seaside Serenade® Cape Cod Hydrangea

(Hydrangea macrophylla 'HMUPSI' PPAF) Item #40984

New classic for small spaces! Hardy, repeat blooming machine with big, mophead flowers, extra-dark green leaves, and a neat, mounded form. Perfect for foundations and borders. Harvest blooms for long-lasting cut floral arrangements. Blue florets in acidic soils, or pink in neutral to alkaline soils, Quickly reaches 4 ft. tall and wide. Partial shade to partial sun, Deciduous, Monrovia Exclusive



Seaside Serenade® Fire Island Hydrangea

(Hydrangea macrophylla 'HORTFIRE' PP #29,058) Item #9662

Parade of color with long lasting, bi-color blooms that are white, edged in rich, rosy red that mature to deep pink. Robust, dark green, leathery foliage has fantastic maroon color in spring and fall. Perfect for massing and in pots. Superb cut flowers on notably tough stems. Quickly reaches 4 ft. tall and wide. Partial shade to filtered sun. Deciduous. Monrovia Exclusive



Seaside Serenade® Hamptons Hydrangea

(Hydrangea macrophylla 'HORTHAMP' PP#29,005)

Huge, ball-shaped blooms with thick, intense-pink florets on amazingly tough stems. Long lasting and perfect for cut floral displays. Naturally compact with dark-green, leathery foliage with fantastic maroon color in spring and fiery cinnamon-red in fall. Resists scorch, even if watering is missed on a hot day! Quickly reaches 3-1/2 ft. tall, 3 ft. wide. Partial shade to filtered sun. Deciduous. Monrovia Exclusive



Seaside Serenade® Cape Hatteras Hydrangea

(Hydrangea macrophylla 'HORTHAT' PPAF) Item #9665 Zone: 4 - 9

Stunning, long-lasting ruby-red color on captivating mophead blooms that are not influenced by soil pH. Compact variety with bright green, thick foliage, perfect for massing in the landscape or for use in containers. Produces loads of superb cut flowers with notably sturdy stems. Quickly reaches 3 1/2 ft. tall, 3 ft. wide. Partial shade to partial sun. Deciduous. Monrovia Exclusive



Seaside Serenade® Cape Lookout Hydrangea

(Hydrangea macrophylla 'HORTMABLO' PPAF) Item #41528 Zone: 4 - 9

Long-lasting, large blooms emerge pale-green, turn pure-white, then develop a lovely lightpink tinge as they age. Thick, dark-green foliage has wonderful dark bronze fall color. Mass in the landscape or use as a showy container accent. Resists scorch and burn even on hot summer days. Quickly reaches 3 1/2 ft. tall, 3 ft. wide. Partial shade to partial sun. Deciduous. Monrovia Exclusive



Seaside Serenade® Martha's Vineyard Hydrangea

(Hydrangea macrophylla 'HORTMAVI' PPAF) 7one: 4 - 9

Long lasting, sumptuous, pink-red mophead blooms that are not influenced by soil pH. Flowers develop a deep green tinge as they age. Compact and reblooming with lush dark green foliage, perfect for massing in the landscape or for use in containers. Lovely cut flowers. Quickly reaches 3 1/2 ft. tall, 3 ft. wide. Partial shade to partial sun. Deciduous. Monrovia Exclusive



Seaside Serenade® Bar Harbor Hydrangea

(Hydrangea arborescens 'SMHAMWM' PPAF) Item #41079

New, compact form of famed Annabelle hydrangea is perfect for smaller spaces. Masses of big, white flower heads put on a spectacular show throughout summer, and the straight sturdy stems hold up even in heavy rain. Ideal for borders or in containers. Superb cut flowers. Moderate growing reaches 4 ft. tall and wide. Partial to full sun. Deciduous, Monrovia Exclusive,



Seaside Serenade® Outer Banks Hydrangea

(Hydrangea macrophylla 'SMHMEPSILON' PPAF) Item #40985 7one: 4 - 9

Delicate lacecap blooms smother this compact hydrangea. An excellent repeat bloomer that is ideal for a shady space. Blooms will be blue in acidic soils and pink in neutral to alkaline soils. Perfect landscape accent or patio container specimen. Wonderful cut or dried flowers. Quickly reaches 4 ft. tall and wide. Partial shade to filtered sun. Deciduous. Monrovia Exclusive



Seaside Serenade® Cape May Hydrangea

(Hydrangea serrata 'SMMAKF2MT' PPAF) Item #40987

Very large lacecap blooms stand tall, supported by strong, extra-thick stems. Flowers will be blue in acidic soils, and more pink in neutral to alkaline soils. Compact, mounded form is ideal for borders. Serrated leaves show touches of red and burgundy in the sun, as they age. Quickly reaches 4 ft. tall and wide. Partial shade to filtered sun. Deciduous. Monrovia Exclusive



Strawberry Shake™ Hydrangea

#### (Hydrangea paniculata 'SMHPCW' PPAF) Item #41832 Zone: 4 - 8

Gorgeous new panicle hydrangea, on a much more compact form. Sturdy stems support big, full flower heads that start out white and mature to a delectable pink, superb in fresh or dried arrangements. Showstopper for containers, or as foundation shrubs in smaller gardens. Quickly reaches 4 to 5 ft. tall, 4 ft. wide. Partial shade to full sun. Deciduous. Monrovia Exclusive



Candy Apple™ Hydrangea

#### (Hydrangea paniculata 'SMHPMWMH' PPAF) Item #41080 Zone: 4 - 8

Same show-stopping lime-green flower clusters as Limelight, but a more compact form. Long-lasting blooms on very sturdy stems age to nearly pure white. Ideal for use as a container plant or a focal point for smaller gardens. Reaches 4 to 5 ft. tall and wide, in natural form; prune to maintain topiary shape and size. Partial shade to full sun. Deciduous. Monrovia Exclusive



FloralBerry™ Champagne St. John's Wort

#### (Hypericum x inodorum 'KOLCHAM' PPAF)

Buttery-yellow cup-shaped flowers produce clusters of creamy-white berries on wellbranched, rust resistant plants. Fuss-free and ideal for borders and containers, as a specimen or low hedge, or planted in showy drifts. Stems of fall berries are a wonderful accent in cut flower arrangements. Moderate growing; reaches 3 ft. tall and wide. Partial shade to full sun. Deciduous. Monrovia Exclusive



FloralBerry™ Chardonnay St. John's Wort

#### (Hypericum x inodorum 'KOLCHAR' PPAF) Item #41808 Zone: 5 - 9

Sunny-yellow flowers produce clusters of bright-yellow berries on well-branched, rust-resistant plants with handsome darkgreen foliage. Ideal for borders and containers, or as a specimen, low hedge, in showy drifts. Stems of fall berries are a wonderful accent in cut flower arrangements. Moderate growing; reaches 3 ft. tall and wide. Partial shade to full sun. Deciduous. Monrovia Exclusive



FloralBerry™ Pinot St. John's Wort

#### (Hypericum x inodorum 'KOLPINOT' PPAF) Item #41805 Zone: 5 - 9

Sunny-yellow, cup-shaped flowers produce clusters of bright-red berries on well-branched, rust-resistant plants with handsome dark green foliage. Fuss-free and so useful—borders, container, low hedges, or in showy drifts. Stems of fall berries are a wonderful accent in cut flower arrangements. Moderate growing; reaches 3 ft. tall and wide. Partial shade to full sun, Deciduous, Monrovia Exclusive



FloralBerry™ Rose St. John's Wort

#### (Hypericum x inodorum 'KOLROS' PPAF)

Sunny-yellow cup-shaped flowers produce clusters of showy rose-colored berries on wellbranched, rust-resistant plants with handsome dark green foliage. Unfussy, use in containers, borders, low hedges, or plant in showy drifts. Stems of fall berries are a wonderful accent in cut flower arrangements. Moderate growing; reaches 3 ft. tall and wide. Partial shade to full sun, Deciduous, Monrovia Exclusive



FloralBerry™ Sangria St. John's Wort

#### (Hypericum x inodorum 'KOLSAN' PPAF) Item #41801 Zone: 5 - 9

Clusters of golden, cup-shaped flowers on well-branched, rust resistant plants with handsome dark-green foliage accented by deep-red undersides. Fuss-free, ideal for borders, low hedges, containers or in showy drifts. Stems of red berries are a wonderful accent in cut flower arrangements. Moderate growing; reaches 3 ft. tall and wide. Partial shade to full sun. Deciduous. Monrovia Exclusive



Burly Blue™ Juniper

#### (Juniperus scopulorum 'MonOliver' PPAF)

Outstanding, cold hardy, with striking bluegrey foliage on a low, mounded, spreading form. With even more refined foliage color and denser habit than Blue Creeper juniper, it is ideal at the foreground of shrub borders, as a specimen accent, or as a rugged, large- scale groundcover. Moderate growing; reaches 2 ft. tall, spreading 6 to 8 ft. wide. Monrovia Exclusive



King's Crown™ Shasta Daisy

#### (Leucanthemum '14-01' PPAF) Item # 42878

Look at these regal blooms and you instantly get the name. A corona of rich-gold sits on fully double, frilly yellow petals for an ombre effect. Wonderfully compact, mounded plant with enough height and scale to really hold its own in a mixed border. Blooms late spring into summer. Reaches 18" tall and wide. Partial shade to full sun. Herbaceous perennial. Monrovia Exclusive



Shortstop™ Shasta Daisy

#### (Leucanthemum hybrid '14-02' PPAF) Item #42880 Zone: 4 - 9

Classic Shasta daisy flowers with full, bright white petals surrounding a rich yellow center on this compact plant that naturally maintains a tight, low habit. A real garden MVP that will reliably produce a profusion of blooms. Excellent for container gardening or at the front of a border. Reaches 15 in. tall and wide. Full sun. Herbaceous perennial. Monrovia Exclusive



Lemon Puff™ Shasta Daisy

#### İtem #42879

Delightful, frilly, double flowers with soft, lemon-yellow petals and a darker, golden-yellow center on a compact plant with a tight, low habit. Incredible flower power with a profusion of blooms. Excellent for container gardening, or at the front of a border, Reaches 16 to 18 in, tall and 18 to 22 in. wide. Full sun. Herbaceous perennial.



(Leucanthemum x superbum '14-05' PPAF)

Monrovia Exclusive



Harlequin™ Red Beardtongue

(Penstemon HARLEQUIN™ 'TNPENHR' PPAF)

Wonderful combination of low-care and big-color. Abundant, tubular flowers that are hummingbird beacons. Tolerates heat, humidity, and periodic dry spells, when established. Generally not attractive to deer. Perfect for a sunny, minimal care landscape. Adds contrasting color to borders and naturalized gardens. Reaches 22 in. tall, 16" wide. Herbaceous perennial. Full sun. Monrovia Exclusive



Colorburst™ Orange Cape Fuchsia

(Phygelius x rectus '15-08' PPAF) Zone: 7 - 10

Dark-green foliage in a bushy, upright mound gives Cape Fuchsia a handsome appearance for sure, but you'll grow it for the plentiful orange clusters of tubular, dangling fuchsia-like firecracker flowers. Extraordinarily long flowering season that begins in mid-summer and continues into fall. A favorite of hummingbirds. Reaches 3 ft. tall, 2 ft. wide. Part shade. Deciduous, Monrovia Exclusive

(Physocarpus opulifolius 'Hoogi018' PP #28,059) Zone: 4 - 8



Harlequin™ Purple Beardtongue

(Penstemon 'TNPENHPU' PPAF) Zone: 5 - 9

Long-blooming, showy, abundant spikes of large purple flowers that are a valuable source of nectar for bees, butterflies, and hummingbirds. Vigorous, bushy, compact habit makes this a great plant for perennial borders, rock gardens, containers. Bloom are a lovely addition to cut flower arrangements Reaches 22 in. tall, 16 in. wide. Herbaceous perennial. Full sun. Monrovia Exclusive



Colorburst™ Rose Cape Fuchsia

(Phygelius x rectus '15-04' PPAF) Zone: 7 - 10

Cape fuchsias are winners in easy-care borders. Summer into fall this bushy plant bears loads of tubular, curved, showy pink clusters of fuchsia-like firecracker flowers in loosely branched clusters. Unlike true fuchsias these South African natives do well in hot, humid summers. Reaches 3 ft. tall, 2 ft. wide. Part shade. Deciduous. Monrovia Exclusive



Zone: 5 - 9

So much color and vertical interest! Native to North America, these are easy-growing, disease-resistant plants that thrive in even poor, dry soil and love full sun which makes them valuable for Western regions. Very showy spikes of white-throated red flowers. Bushy, compact habit and very long bloom time. Reaches 22 in. tall, 16 in. wide. Herbaceous perennial. Full sun. Monrovia Exclusive



Colorburst™ Yellow Cape Fuchsia

(Phygelius x rectus '15-02' PPAF) Item # 42882 Zone: 7 - 10

Cape Fuchsia is an unexpected delight in the landscape thanks to its height and scale, handsome foliage, and the seemingly endless supply of showy yellow clusters of fuchsia-like firecracker flowers that appear mid-summer and continue into fall. Works wonderfully well in summer containers, too. A favorite of hummingbirds. Reaches 3 ft. tall, 2 ft. wide. Part shade, Deciduous, Monrovia Exclusive



Harlequin™ Pink Beardtongue

(Penstemon 'TNPENHPI' PPAF) Item # 42781

Standing up boldly in the perennial border and essential in cottage gardens, very tall spikes of royal-purple flowers bloom from early summer to fall. Bushy, compact habit with long bloom time. Disease resistant healthy and vigorous. Add to beds of coneflowers and Rudbeckias for a pollinator buffet. Reaches 22 in. tall, 16 in. wide. Herbaceous perennial. Full sun. Monrovia Exclusive



Colorburst™ Deep Red Cape Fuchsia

(Phygelius x rectus '15-06' PPAF) Zone: 7 - 10

Native to South Africa, Cape Fuchsia is a semi-evergreen shrub often grown as a tender perennial where not hardy. Dangling, bell-shaped showy clusters of deep-red firecracker flowers bloom mid-summer and continue into fall. Needs little care once established. Perfect for bird and butterfly gardens. Reaches 3 ft. tall, 2 ft. wide. Part shade. Deciduous. Monrovia Exclusive



Angel® Ninebark

New foliage on this well-branched, compact shrub emerges vibrant-orange and matures to burgundy-red, enhanced by red stems. White flowers accent the red tones in summer Adds wonderful color to shrub borders. Colorful container specimen for terraces and balconies. Moderate growing; reaches 4 to 5 ft. tall and wide. Partial shade to full sun. Deciduous. Monrovia Exclusive



Little Joker® Ninebark

(Physocarpus opulifolius 'HoogiO21' PP#27,986) Zone: 4 - 8

Full-branching dwarf with deep-burgundy stems and deeply incised burgundy-purple leaves with rich green undertones. Mildew resistant and accented by pinkish flowers in spring and summer. Useful for small urban gardens, mass plantings, or in a low-maintenance landscape. Moderate growing; reaches 3 to 4 ft. tall and wide. Partial shade to full sun. Deciduous. Monrovia Exclusive



CheeseHead™ Potentilla

(Potentilla fruticosa 'SMPFMY' PP #28.890) Zone: 3 - 8

Bright blossoms stand out from the crowd! Finely textured, dark-green foliage with an abundance of big, yellow flowers from spring until late summer on a neat, dense, compact, low-maintenance, deer and rabbit resistant shrub. Wonderful choice for adding a shock of color to the summer landscape. Reaches 2 ft. tall and wide. Partial to full sun. Deciduous. Monrovia Exclusive



Darkstar® Purpleleaf Sand Cherry (Prunus x cistena 'UCONNPCOO1' PPAF)

item # 42328 Zone: 3 - 9

This truly compact, improved Sand Cherry from the University of Connecticut has an upright and spreading habit and very clean red-purple-to-maroon foliage that does not fade during the summer. White-pink solitary spring flowers put on quite the show. Use for spring color in a shrub border. Reaches 5 ft. high, 4 ft. wide. Full sun to part shade. Deciduous. Monrovia Exclusive



Grace N' Grit™ Red Shrub Rose

#### (Rosa 'Meizygglie' PPAF) item #42124 Zone: 4 - 9

Fully-double and bouquet-worthy blooms on shrubs that endure the trials of a long, hot summer with an unwavering blooming zeal. Own-root roses have outstanding disease resistance, are self-cleaning, and thrive coast to coast in heat and humidity as well as dry, hot summers. Dramatic hedge or container plant. Moderate growing; reaches 5 ft. tall, 4 ft. wide. Full sun, Deciduous, Monrovia Exclusive



VIBE® Ignition Purple Salvia

#### (Salvia x jamensis 'Ignition Purple' PP #27,788) Zone: 7 - 11

Where you need waterwise color for months on end, this tidy, petite sage does not disappoint. Explodes with dark purple buds that open to vibrant purple flower throughout summer. Just the thing for borders and containers. Bees love it too! Reaches 18-24 in. tall and wide. Full sun. Herbaceous perennial. Monrovia Exclusive



Grace N' Grit™ Pink BiColor Shrub Rose

#### (Rosa 'Meiryezza' PPAF) tem #42123 Zone: 4 - 9

Stunning bouquets of pink and white bicolor flowers on fuss-free shrubs that will endure long, hot summers with an unwavering blooming zeal. Outstanding disease resistant, own-root, self-cleaning blooms thrive coast to coast in heat and humidity as well as dry, hot summers. Dynamic hedge, barrier or accent shrub. Reaches 5 ft. tall and 4 ft. wide. Full sun. Deciduous. Monrovia Exclusive



Goldfinger™ Hardy Schefflera

#### (Schefflera taiwaniana 'Hingdfn') Item # 09552 Zone: 7 - 10

Assuredly the hardiest and rarest species of its clan! Hails from the slopes of the highest mountain in Taiwan. Sensational pinnate foliage along yellow stems provides distinctive texture to brighten a shade garden. Blooms late summer to early fall. A superb container plant. Reaches 12 ft. tall. Partial shade to full sun. Evergreen. Dan Hinkely Collection. Monrovia Exclusive



Grace N' Grit™ Yellow Shrub Rose

#### (Rosa 'Radmonyel' PPAF) İtem #42119 Zone: 4 - 9

Bouquets of gorgeous, clean, double, yellow roses on fuss-free shrubs that endure a long, hot summer with an unwavering blooming zeal. These own-root roses have outstanding disease resistance, are self-cleaning, and have proven to thrive coast to coast in heat and humidity as well as dry, hot summers. Moderate growing; reaches 5 ft. tall, 4 ft. wide. Full sun, Deciduous, Monrovia Exclusive



Winged Phoenix™ Hardy Schefflera

#### (Schefflera taiwaniana 'Monhinschf' PPAF) Zone: 7 - 10

Very hardy new, soft-green foliage ages to silvery-green on yellow-green petioles. Vigorous, strong-branching, and thick arching stems. Greenish-white umbels produce showy purple fruit. Ideal for containers or in the landscape. Moderately fast growing; reaches 15 ft. tall and wide. Partial shade to full sun. Dan Hinkley Collection. Evergreen. Monrovia Exclusive



Grace N' Grit™ Pink Shrub Rose

#### (Rosa 'Meicerafyn' PPAF) İtem #42116 Zone: 4 - 9

Perfectly-pink, double roses on fuss-free shrubs that will endure a long, hot summer with an unwavering blooming zeal. Own-root roses, have outstanding disease resistance, are self-cleaning, and thrive coast to coast in heat and humidity as well as dry, hot summers. A dynamic hedge, barrier or accent plant. Moderate growing; reaches 5 ft. tall, 4 ft. wide. Full sun, Deciduous, Monrovia Exclusive



Chocolate Fountain™ Stonecrop

#### (Sedum '17-02' PPAF) Item # 42876

Everyone already loves water wise sedum's easy growing nature, so improved varieties are especially desirable. This new group was bred for vigorous basil branching that will not fall open. Multiple crowns of black foliage in the first year, short stems, and pretty, rosepink flowers offers beauty as well as performance. Reaches 15" tall and wide. Partial to full sun. Evergreen. Monrovia Exclusive



Purple Crush™ Stonecrop

#### (Sedum '17-03' Pink PPAF) Zone: 4 - 9

Planted in a water wise border, trough, or window box, this variety offers distinctive blue steel foliage that pairs well with other sedums and succulents. Pink summer-blooming flowers add a glamorous touch. Bred for vigorous basal branching that will not fall open, and provides good garden performance. Reaches 15" tall and wide. Partial to full sun. Evergreen. Monrovia Exclusive



Walberton's® Plumtastic Spirea

#### (Spiraea japonica 'Walplum' PPAF) Item #41834 Zone: 4 - 9

Clusters of vibrant, purple-red buds open to bright, cerise-colored flowers that flush continuously from summer into fall. Purple new foliage emerges throughout the growing season, aging to a deep green. Tidy and compact, perfect for low borders, edging pathways, or container plantings. Moderate growing; reaches 16 in. tall and wide. Full sun to part shade, Deciduous, Monrovia Exclusive



Lil' Flirt Spirea

#### (Spiraea japonica 'SMSJMLA' PPAF)

Exceptionally tough, compact variety with rich burgundy new foliage that offsets the deep-pink flowers that appear in spring, and again in summer. Tolerates full sun without burning, and adapts to urban settings with poor soils - even compacted clay. Perfect for low horders dramatic when massed Reaches 2 1/2 ft. tall and wide. Partial shade to full sun. Deciduous, Monrovia Exclusive



Lil' Sizzle™ Spirea

#### (Spiraea japonica 'SMSJMLG' PPAF) Item #41300

Packs a double punch with bright-orange new foliage that matures to gold, and hotpink flowers that appear in spring, and again in summer. Exceptionally tough and compact, tolerates full sun without burning, and adapts to poor, compacted soils. Perfect for low border, hedge or foundation planting. Reaches  $\ensuremath{\mathbf{2}}$ 1/2 ft. tall and wide. Partial shade to full sun. Deciduous. Monrovia Exclusive



Copper Flame™ Winter Spike

(Stachyurus yunnanensis 'Djhstcynis') İtem #6048 Zone: 7 - 10

The distinctive foliage is an arresting shade of cool silvery jade while the new growth in spring emerges in tones of burnished red, a color that remains in the leaf petioles throughout the year. Ruby-red spikes appear in winter, opening to soft-yellow blooms. Reaches 8 to 12 ft. tall and wide. Partial shade to full sun. Evergreen. Dan Hinkely Collection. Monrovia Exclusive





Morning Dew™ Stachyurus

(Stachyurus praecox 'MonSilrlef') İtem #5574 Zone: 6 - 10

Beautiful green and cream variegated foliage drops in fall revealing dramatic mahogany-red stems. Unique pendulous blooms hang from the otherwise bare stems in winter, the showy racemes dripping with tiny, creamy yellow, bell-like flowers. A wonderful addition to shrub borders and woodland gardens. Reaches 6 ft. tall, 4 ft. wide. Partial shade to partial sun. Deciduous. Monrovia Exclusive



(Vitis 'IFG Twenty-eight' PPAF) Item #41549 Zone: 7 - 9

Unique, quirky, sweet and delicious finger-like green grapes hang in abundant long, loose clusters. Fruits ripen in late summer and have a similar flavor to Thompson Seedless. Well-suited for the warmer regions of the U.S.; continued trials will evaluate true winter hardiness on this new variety. Fast growing up to 10 to 25 ft. each year. Full sun. Deciduous. Monrovia Exclusive



Zestful™ Lollipop Grape

(Vitis 'IFG Twenty-seven' PPAF) Item #41550 Zone: 7 - 9

Ready for one of the best tasting grapes for the home garden? Clusters of tasty, deep-red, seedless grapes are wonderful either fresh or dried into raisins. Ideally suited for warmer regions including California and possibly Arizona, Continued trials will evaluate true winter hardiness on this new variety. Fast growing up to 10 to 25 ft. each year. Full sun. Deciduous. Monrovia Exclusive



Zestful™ Golden Chalice Grape

(Vitis 'IFG Twenty-nine' PPAF) Item #41548 Zone: 7 - 9

Gorgeous (and good for you) very large clusters of nearly completely seedless, crisp, wonderfully flavored champagne colored fruits in summer A fast growing grapevine well suited for the warmer regions of the United States. Continued trials will evaluate true winter hardiness on this new variety. Fast growing up to 10 to 25 ft. each year. Full sun. Deciduous. Monrovia Exclusive



FLORALBERRY™ PINOT ST. JOHN'S WORT

## Garden Performance Annuals

Monrovia is one of the most trusted brands in the horticultural industry, with a broad selection of plants at the highest standards of quality. Through the years we've introduced breakthrough plants in every category, providing our IGC retail partners and consumers with the best gardening solutions.

Now, Monrovia is introducing a line of annuals EXCLUSIVELY for our IGC retail partners with well over 250 annual varieties from which to choose. We are signing up growers and liner suppliers across the country to produce our exclusive new annuals introductions. Whether you're a retailer that grows your own or buys from a grower, we have the right mix to suit your needs. Our program is simple with no minimums or hurdles to jump through, and pricing for Monrovia containers and tags is very competitive.

Talk with your sales rep to see how the Monrovia annuals brand can work for you to increase margins and sell through.

Annuals on the following pages are Exclusive Annual Introductions.



## Exclusive Annuals



Bacopa Scopia™ True Pink

Perky and bright, but well behaved, too. Huge dark-pink flowers with yellow centers bloom right through summer. Semi-trailing habit to jazz up hanging baskets or combination plantings.



Bacopa Scopia™ Gulliver Pink Heart Imp

Huge, light-pink blooms crowned by a halo of darker pink add a soft note to planting schemes. Cool color through the hot months in hanging baskets, in the landscape or spilling out of containers.



Bidens Bullseye

Easy care and long blooming, this new variety has vibrant orange-red and yellow flowers on a semi-trailing form. Adds glowing color to window boxes and mixed containers summer till frost.



Bidens Sunshine Double

An exciting new variety with bright, double Sunshine Double: Bright, double yellow blooms bring a pop of color to baskets, flower beds, and looks fantastic mass planted in the landscape. Cheerful flowers continue all summer, right up until frost.



Calibrachoa Colibri™ White

Extremely vigorous, early and compact, the large, colorful bell-shaped blooms put on a wonderful summer show. Plant en masse or combine colors in containers and baskets.



Calibrachoa Lia™ Bubblegum

What a dazzler! Extra-large, bubblegum-pink colored blooms all season! Dense and compact with a trailing habit. Mass plant or fill containers, hanging baskets, and window boxes.



Calibrachoa Callie™ Eclipse Lavender

Non-stop, trumpet-shaped, two-toned, lavender-purple blooms until hard frost without the need of deadheading. Summer heat and sun are no problem! Use massed or in containers.



Diascia Di-Sunset

Countless, large, snapdragon-like orange flowers on a mounding plant that's most happy in spring and fall. Unfussy and easy to grow in hanging containers, borders, or rock gardens.



Diascia Di-Rose

Softly-textured, large rose-pink flowers add romance to hanging planters, and window boxes. Watch this mounding, easy-to-grow variety shine during the cooler weather of spring and fall.



Geranium Calliope® Large Red

Go-to summer container favorite just got better with abundant, big, semi-double, intensely-red flowers that flourish all season long. Loves sun, can tolerate partial shade.



Helianthus Sunbelievable™ Brown Eyed Girl

Award-winning, brilliant new Helianthus puts out at least 1,000 flowers in a single season, from summer until first frost. Heat tolerant and non-invasive.



lpomea Sidekick™ Lacey Lime

No window box planting is complete without the potato vine's bright, lacey, high-cut chartreuse foliage that turns up the volume. Holds up well even in high summer heat.

## Exclusive Annuals



Lantana Santana™ Pink Yellow

Rain, heat, deer, drought—nothing bothers this sun-lover. Just keeps pumping out long-lasting, abundant pink and yellow flowers. Semi-trailing habit for baskets or as a ground cover.



Laurentia Starshine™ Blue

Unlike others of the type, well-branched plant flowers with delicate, star shaped, sky-blue blooms without the need for long days. Unique, early-season color for beds and pots.



Pansy PopUp™ White Blotch



Pansy PopUp™ Vanilla Sky



Pansy PopUp™ Blue Blotch



Pansy PopUp™ Red Blotch

PopUp $^{\text{TM}}$  series offers superb, large flowered pansies on a tight form with excellent branching and dense, green foliage. This early and repeat bloomer heralds spring and brightens fall with its cheery colors for borders and containers. Fantastic array of color varieties. Not pictured: Clear Lemon, Clear Yellow, Yellow Blotch, Violet, Rose Blotch, Rose Fire, and Beaconsfield.



Petunia Capella™ Hot Pink

Small footprint but big presence from large hot-pink flowers that nearly smother a compact mounded form. Perfect for borders and small pots. Tolerates heat, wind and rain.



Petunia Cascadias™ Show Purple

Profuse cascades of purple flowers offer stunning season-long color! Trailing habit is perfect on a compact semi-trailing habit. Perfect for for hanging baskets, mixed planters or garden border. Heat tolerant.



Petunia Ray™ Pistachio Cream

borders, hanging baskets and patio containers. Loves the sun and takes the heat.



Portulaca Campino™ Twist Red

Unique series with big, abundant flowers that do not struggle in poor, dry soils and shine through summer's heat. Perfect sunny pathways or low filler for hanging baskets.

## Exclusive Annuals



Portulaca Campino™ Twist Pink

Dry, hot, gardens with poor soils are no match for this spreading summer bloomer with big, abundant flowers that are lovely in containers, rock gardens and xeriscapes.



Verbena Vanessa™ Compact Blue Heart

Resistant to powdery mildew, this showy, semi-trailing, all-season stunner adds waves of rich, two-toned color to baskets, patio pots and summer garden beds.



Verbena Vanessa™ Purple Inside

The name tells the tale—look at those rich, two-toned blooms! Old-school favorite made better by enhanced powdery mildew resistance. Baskets, pots beds. You bet.



Verbena Vanessa™ Compact Pink Heart

Showy semi-trailer adds waves of eye-catching dark pink centers and lighter edged blooms. Gorgeous in baskets, pots and garden beds. Resists powdery mildew.



HELIANTHUS SUNBELIEVABLE™ **BROWN EYED GIRL** 



Viola Endurio® Pink Shades



Viola Endurio® Red Flare



Viola Endurio® Sky Blue Martien



Viola Endurio® Yellow Purple Wing



Viola Endurio® Yellow Red Wing

Endurio® Series features nearly day-neutral flowering on outstanding plants with excellent tolerance to frost and snow. Tightly mounded foliage with spreading lateral shoots quickly fills and spills in containers for reliable early spring and fall color. Outstanding array of color varieties. Not pictured: Blue Yellow w/ Purple Wing, Lavender, Pure Violet, Red w/Yellow Face, White, White Improved, and Yellow Improved.

## Annuals | COMPLETE LIST

Angelonia Alonia™ Pink Flirt	Bellis Bam Bam Pink	Cleome Clio™ Pink La
Angelonia Alonia™ Big Blue	Bellis Bambino Red	Cleome Sparkler™ Blu
Angelonia Alonia™ Big Violet	Bellis Bambino Pink	Cleome Sparkler™ Lav
Angelonia Alonia™ Big Dark Pink	Bellis Bambino White	Cleome Sparkler™ Ro
Angelonia Alonia™ Big Indigo	Bidens Golden Empire™	Cleome Sparkler™ Wh
Angelonia Alonia™ Big Snow	Bidens Bullseye NEW	Coleus PartyTime™ Bi
Angelonia Alonia™ BicolorViolet	Bidens Sunshine Double NEW	Coleus PartyTime™ Li
Argyranthemum Beauty Yellow	Brachyscome Fresco™ Candy	Coleus PartyTime™ Pi
Bacopa Scopia™ Gulliver Blue	Brachyscome Fresco™ Violet	Coleus PartyTime™ Pi
Bacopa Scopia™ True Pink NEV	Calibrachoa Colibri™ Fuchsia	Coleus PartyTime™ R
Bacopa Scopia™ Gulliver Pink Heart Imp NEV	Calibrachoa Colibri™ Plum	Coleus PartyTime™ R
Basil Floral Spires Lavender	Calibrachoa Colibri™ Purple Lace	Coleus PartyTime™ Sa
Basil Floral Spires White	Calibrachoa Colibri™ Pink	Cosmos Apollo Carmii
Basil Aristotle	Calibrachoa Colibri™ Orange	Cosmos Apollo Pink
Begonia Beauvilia® Lemon	Calibrachoa Colibri™ Cherry Lace	Cosmos Apollo White
Begonia Beauvilia® Red	Calibrachoa Colibri™ Pink Lace	Cosmos Apollo Loveso
Begonia Beauvilia® Salmon	Calibrachoa Colibri™ White	Cucumber Peticue
Begonia Beauvilia® White	Calibrachoa Colibri™ Lemon	Cucumber Petipikel
Begonia elator Chloe	Calibrachoa Lia™ Bubblegum NEW	Dahlia Labella® Maggio
Begonia elator Carmen Red	Calibrachoa Lia™ Blue	Dahlia Labella® Maggio
Begonia elator Evi Bright Pink	Calibrachoa Callie™ Eclipse Lavender	Dahlia Labella® Maggio
Begonia elator Fivola Pink	Calibrachoa Callie™ Apricot	Dahlia Labella® Maggio
Begonia elator Vermillion Red	Calibrachoa Callie™ Burgundy	Dahlia Labella® Maggio
Begonia Fragrant Falls® Peach	Calibrachoa Callie™ Coral	Dahlia Labella® Maggio
Begonia Fragrant Falls® Lemon	Calibrachoa Callie™ Dark Red	Dahlia Labella® Medio
Begonia Solenia® Scarlet	Calibrachoa Callie™ Light Blue	Dahlia Labella® Medio
Begonia Solenia® Dark Pink	Calibrachoa Calile™ Mango	Dahlia Labella® Medio
Begonia Solenia® Light Pink	Calibrachoa Callie™ Orange Star	Dahlia Labella® Medio
Begonia Solenia® Red Imp	Calibrachoa Callie Orange Sunrise	Dahlia Labella® Medio
	Calibrachoa Callie Pink Morn	Dahlia Labella® Medio
Begonia Solenia® Velvet Red	_	
Begonia Solenia® Salmon Coral	Calibrachoa Callie M Pink with Eye	Dahlia Labella® Medio  Dahlia Labella® Medio
Begonia Solenia® Yellow	Calibrachoa Callie™ Purple	
Begonia Solenia® Apricot	Calibrachoa Callie™ Rose	Dahlia Labella® Medio
Begonia Solenia® Dark Orange	Calibrachoa Callie™ Star Pink	Dahlia Labella® Medio
Begonia Tophat™ Pink	Calibrachoa Callie™ White	Dahlia Labella® Medio
Begonia Tophat™ White	Calibrachoa Callie™ Yellow	Dahlia Labella® Medio
Begonia Tophat™ Scarlet	Celosia Kelos® Fire Lime	Dahlia Labella® Medio
Begonia Tophat™ Rose bicolor	Celosia Kelos® Fire Magenta	Dahlia Labella® Medio
Begonia Waterfalls® Encanto Pink	Celosia Kelos® Fire Orange	Dahlia Labella® Medio
Begonia Waterfalls® Encanto Red	Celosia Kelos® Fire Pink	Dahlia Labella® Medio
Begonia Waterfalls® Encanto White	Celosia Kelos® Fire Red	Dahlia Labella® Medio
Begonia Bossa Nova® Ivory	Celosia Kelos® Fire Scarlet	Dahlia Labella® Medio
Begonia Bossa Nova® Orange	Celosia Kelos® Fire Yellow	Dianthus Diabunda™ f
Begonia Bossa Nova® Pink Glow	Celosia Bright Sparks Scarlet	Dianthus Diabunda™ f
Begonia Bossa Nova® Pure White	Celosia Bright Sparks Deep Rose	Dianthus Diabunda™ f
Begonia Bossa Nova® Red	Celosia Bright Sparks Yellow	Dianthus Diabunda™ f
Begonia Bossa Nova® Rose	Celosia Bright Sparks Burgundy	Dianthus Diabunda™ f
Begonia Bossa Nova® Salmon shades	Celosia Kelos® Atomic Purple Pink	Dianthus Diabunda™ f
Begonia Bossa Nova® Yellow	Celosia Kelos® Atomic Neon Pink	Diascia Di-Sunset
Begonia Bossa Nova® Nightlife Papaya	Celosia Kelos® Atomic Violet	Diascia Di-Rose

Cleome Clio™ Pink Lady	Dorotheanthus Mezoo™ mezoo
Cleome Sparkler™ Blush	Eggplant Amethyst
Cleome Sparkler™ Lavender	Eggplant Emerald Isle
Cleome Sparkler™ Rose	Eggplant Ivory
Cleome Sparkler™ White	Eggplant Pinstripe
Coleus PartyTime™ Burgundy Lancer	Fuchsia Bella Fuchsia® Evita
Coleus PartyTime™ Lime	Fuchsia Bella Fuchsia® Hilda
Coleus PartyTime™ Pink Berry	Fuchsia Bella Fuchsia® Lydia
Coleus PartyTime™ Pink Fizz	Fuchsia Bella Fuchsia® Mariska
Coleus PartyTime™ Red Bolero	Fuchsia Bella Fuchsia® Nikita
Coleus PartyTime™ Ruby Punch	Fuchsia Bella Fuchsia® Nora
Coleus PartyTime™ Sangria	Fuchsia Bella Fuchsia® Olivia
Cosmos Apollo Carmine	Fuchsia Bella Fuchsia® Sacha
Cosmos Apollo Pink	Fuchsia Bella Fuchsia® Sarah
Cosmos Apollo White	Fuchsia Bella Fuchsia® Soila
Cosmos Apollo Lovesong	Fuchsia Bella Fuchsia® Sophia
Cucumber Peticue	Fuchsia Bella Fuchsia® Susanna
Cucumber Petipikel	Fuchsia Bella Fuchsia® Vera
Dahlia Labella® Maggiore Deep Rose	Geranium Pretty Little™ Pink Splasl
Dahlia Labella® Maggiore Fire	Geranium Cascade Acapulco Comp
Dahlia Labella® Maggiore Purple	Geranium Cascade Cascade Bright
Dahlia Labella® Maggiore Rose Bicolor	Geranium Cascade Lila Compact
Dahlia Labella® Maggiore White	Geranium Cascade Sofie
Dahlia Labella® Maggiore Yellow	Geranium Cascade White
Dahlia Labella® Medio Dark Red	Geranium Contessa™ Burgundy
Dahlia Labella® Medio Deep Pink	Geranium Contessa™ Burgundy Bio
Dahlia Labella® Medio Golden Eye	Geranium Contessa™ Dark Red
Dahlia Labella® Medio Pink Eye	Geranium Contessa™ Double Lilac
Dahlia Labella® Medio Purple	Geranium Contessa™ Hot Pink
Dahlia Labella® Medio Red	Geranium Contessa™ Lavender
Dahlia Labella® Medio White	Geranium Contessa™ Pink
Dahlia Labella® Medio Wine Red	Geranium Contessa™ Purple
Dahlia Labella® Medio Yellow	Geranium Contessa™ Red
Dahlia Labella® Medio Fun Crimson Picotee	Geranium Contessa™ White
Dahlia Labella® Medio Fun Orange Bicolor	Geranium Int Caliente® Coral Salm
Dahlia Labella® Medio Fun Orange Flame	Geranium Int Caliente® Fire
Dahlia Labella® Medio Fun Pink Blush	Geranium Int Caliente® Hot Coral
Dahlia Labella® Medio Fun Purple Fun	Geranium Int Caliente® Lavender
Dahlia Labella® Medio Fun Red Picotee	Geranium Int Caliente® Magenta
Dahlia Labella® Medio Fun Scarlet Bicolor	Geranium Int Caliente® Orange
Dahlia Labella® Medio Fun Violet Flame	Geranium Int Caliente® White
Dahlia Labella® Medio Fun Yellow Picotee	Geranium Int Calliope® Large Red
Dianthus Diabunda™ Pink Pearl	Geranium Int Calliope® Large Burg
Dianthus Diabunda™ Purple	Geranium Int Calliope® Large Dark
Dianthus Diabunda™ Purple Picotee	Geranium Int Calliope® Large Hot
Dianthus Diabunda™ Red	Geranium Int Calliope® Large Mag
Dianthus Diabunda™ Red Picotee	Geranium Int Calliope® Large Pink
Dianthus Diabunda™ Rose	Geranium Int Calliope® Large Salm
Diascia Di-Sunset	Geranium Int Calliope® Large Scar
Diascia Di-Rose	Geranium Int Calliope® Large Lave
Diascia Genta™ Pink	Geranium Int Callione® Large Rose

Eggplant Ar	nethyst
Eggplant En	nerald Isle
Eggplant lv	ory
Eggplant Pir	nstripe
Fuchsia Bella	a Fuchsia® Evita
Fuchsia Bella	a Fuchsia® Hilda
Fuchsia Bella	a Fuchsia® Lydia
Fuchsia Bella	a Fuchsia® Mariska
Fuchsia Bella	a Fuchsia® Nikita
Fuchsia Bella	a Fuchsia® Nora
Fuchsia Bella	a Fuchsia® Olivia
Fuchsia Bella	a Fuchsia® Sacha
Fuchsia Bella	a Fuchsia® Sarah
Fuchsia Bella	a Fuchsia® Soila
Fuchsia Bella	a Fuchsia® Sophia
Fuchsia Bella	a Fuchsia® Susanna
Fuchsia Bella	a Fuchsia® Vera
Geranium P	retty Little™ Pink Splash
	Cascade Acapulco Compact
	Cascade Cascade Bright
	Cascade Lila Compact
	Cascade Sofie
Geranium C	Cascade White
Geranium C	Contessa™ Burgundy
Geranium C	Contessa™ Burgundy Bicolor
	Contessa™ Dark Red
Geranium C	Contessa™ Double Lilac
Geranium C	Contessa™ Hot Pink
Geranium C	Contessa™ Lavender
Geranium C	Contessa™ Pink
Geranium C	Contessa™ Purple
	Contessa™ Red
	Contessa™ White
	nt Caliente® Coral Salmon
	nt Caliente® Fire
	nt Caliente® Hot Coral
	nt Caliente® Lavender
	nt Caliente® Magenta
	nt Caliente® Orange
	nt Caliente® White
	nt Calliope® Large Red NEW (
	nt Calliope® Large Burgundy
	nt Calliope® Large Dark Red
	nt Calliope® Large Hot Pink
	nt Calliope® Large Magenta
	nt Calliope® Large Pink
	nt Calliope® Large Salmon
	nt Calliope® Large Scarlet Fire
	nt Calliope® Large Lavender Splash
Geranium Ir	nt Calliope® Large Rose Mega Splash

## Annuals

#### **COMPLETE LIST**

Geranium Int Calliope® Large Lavender Geranium Int Calliope® Large Hot Rose Geranium Int Calliope® Medium Crimson Flame Geranium Int Calliope® Medium Dark Red Geranium Int Calliope® Medium Hot Pink Geranium Int Calliope® Medium Lavender Rose Geranium Int Calliope® Medium Pink Flame Geranium Int Calliope® Medium Scarlet Geranium Int Calliope® Medium Burgundy Geranium Int Calliope® Medium Deep Rose Geranium Int Calliope® Medium Red Geranium Int Calliope® Medium Violet Geranium Int Calliope® Medium White Geranium Int Calliope® Medium Light Lavender Geranium Int Calliope® Medium Hot Rose Geranium Int Calliope® Medium Rose Mega Splash Gerbera Jaguar Deep Rose Imp. Gerbera Jaguar Fire Gerbera Jaguar Lemon Dark Center Gerbera Jaguar Fire Dark Center Gerbera Jaguar Pink Gerbera Jaguar Rose Dark Center Gerbera Jaguar Rose Picotee Gerbera Jaguar Scarlet Gerbera Jaguar Tangerine Gerbera Jaguar Tangerine Dark Center Gerbera Jaguar White Gerbera Jaguar Yellow Gerbera Jaguar Yellow Dark Center Helianthus Sunbelievable™ Brown Eyed Girl NEW Helichrysum Silverstar Heliotrope Scentropia™ Dark Blue Hibiscus Honeymoon White with eye Hibiscus Honeymoon Light Rose Hibiscus Honeymoon Deep Red Hibiscus Honeymoon Rose Hot Pepper Alter Ego Hot Pepper Atomic Hot Pepper Basket of Fire Hot Pepper Cayennetta Hot Pepper Cheyenne Hot Pepper Loco Hot Pepper Longhorn Impatiens Sun Harmony™ Deep Orange Impatiens Sun Harmony™ Purple Impatiens Sun Harmony™ Magenta Impatiens Sun Harmony™ Salmon Impatiens Sun Harmony™ Red Impatiens Sun Harmony™ Scarlet

Impatiens Sun Harmony™ Violet Impatiens Sun Harmony™ Compact Lavender Impatiens Sun Harmony™ Pink Impatiens Sunpatiens® Blush Pink Impatiens Sunpatiens® Coral Deep Rose Impatiens Sunpatiens® Electric Orange Impatiens Sunpatiens® Fire Red Impatiens Sunpatiens® Hot Coral Impatiens Sunpatiens® Lilac Impatiens Sunpatiens® Neon Pink Impatiens Sunpatiens® Orange Impatiens Sunpatiens® Orchid Impatiens Sunpatiens® Pink Impatiens Sunpatiens® Red Impatiens Sunpatiens® Royal Magenta Impatiens Sunpatiens® Tropical Rose Impatiens Sunpatiens® White lpomea Sidekick™ Black lpomea Sidekick™ Black Heart lpomea Sidekick™ Bronze Ipomea Sidekick™ Lime Imp. lpomea Sidekick™ Lacey Lime NEW Lantana Santana™ Gold Lantana Santana™ Red Orange Lantana Santana™ Pink Yellow Lantana Bandana® Cherry Sunrise Lantana Bandana® Lemon Zest Lantana Bandana® Orange Lantana Bandana® Red Imp. Lantana Bandana® Rose Lantana Bandana® Yellow Lantana Bandana® Landscape Pink Lantana Bandana® Landscape Red Imp. Lantana Bandana® Landscape Yellow Laurentia Starshine™ Blue NEW Lobelia RipTide™ Lobelia Techno Blue Violet Lobelia Hot® Bayaria Lobelia Hot® Blue Lobelia Hot® Blue with Eye Lobelia Hot® Brilliant Blue Lobelia Hot® Dark Lavender Lobelia Hot® Igloo Night Blue Lobelia Hot® Pretty Heaven Lobelia Hot® Purple Lobelia Hot® Royal Blue Lobelia Hot® Snow White Lobelia Hot® Sweet Lavender Lobelia Hot®Tiger

Lobelia Hot® Waterblue

Lobelia Hot® White

Lobelia Techno® Heat Upright Cobalt Blue Lobelia Techno® Heat Upright Blue Lobelia Techno® Heat Upright Dark Blue Lobelia Techno® Heat Upright Delft Blue Lobelia Techno® Heat Upright Light Blue Imp. Lobelia Techno® Heat Upright Purple Imp. Lobelia Techno® Heat Upright White Marigold Alumia Vanilla Cream Marigold Alumia Flame Marigold Alumia Gold Marigold Alumia Red Marigold Alumia Deep Orange Marigold Alumia Yellow Marigold Cresta Deep Orange New Guinea Impatiens Sonic® Deep Purple New Guinea Impatiens Sonic® Lilac New Guinea Impatiens Sonic® Magic Pink New Guinea Impatiens Sonic® Orange New Guinea Impatiens Sonic® Pink New Guinea Impatiens Sonic® Red New Guinea Impatiens Sonic® Salmon New Guinea Impatiens Sonic® Sweet Cherry New Guinea Impatiens Sonic® Sweet Orange New Guinea Impatiens Sonic® Sweet Purple New Guinea Impatiens Sonic® Sweet Red New Guinea Impatiens Sonic® White New Guinea Impatiens Super Sonic® Dark Red New Guinea Impatiens Super Sonic® Hot Pink New Guinea Impatiens Super Sonic® Lilac New Guinea Impatiens Super Sonic® Orange New Guinea Impatiens Super Sonic® Red New Guinea Impatiens Super Sonic® Sweet New Guinea Impatiens Super Sonic® White Okra French Quarter Pink Okra Green Fingers Okra French Quarter Red Osteospermum Osticade™ Lemon Osteospermum Osticade™ Vintage Pink Osteospermum Osticade™ White Osteospermum Tradewinds® Bronze Osteospermum Tradewinds® Cinnamon Osteospermum Tradewinds® Deep Purple Osteospermum Tradewinds® Lemon Zest Osteospermum Tradewinds® Terracotta Imp. Osteospermum Tradewinds® Yellow Imp. Pansy PopUp™ White Blotch Pansy PopUp™ Clear Lemon

Pansy PopUp™ ClearYellow

Pansy PopUp™ Yellow Blotch

NEW

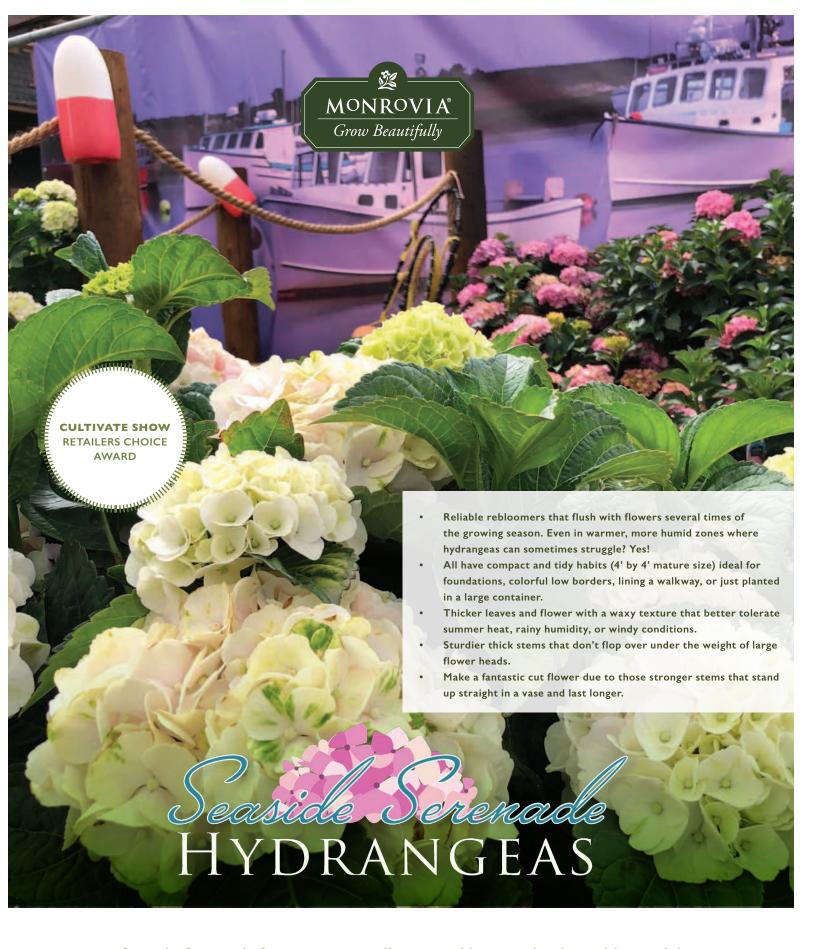
Pansy PopUp™ Vanilla Sky Pansy PopUp™ Blue Blotch NEW Pansy PopUp™ Violet Pansy PopUp™ Rose Blotch Pansy PopUp™ Rose Fire Pansy PopUp™ Red Blotch Pansy PopUp™ Beaconsfield Pansy WonderFall™ Blue Picotee Shades Pansy WonderFall™ Blue with Blotch Pansy WonderFall™ Purple with Face Pansy WonderFall™ Rose Shades Face Pansy WonderFall™ White Pansy WonderFall™ Yellow Pansy WonderFall™ Yellow Blotch Pansy WonderFall™ Yellow Red Wing Pentas Lucky Star Raspberry Pentas Lucky Star Dark Red Pentas Lucky Star Deep Pink Pentas Lucky Star Lavender Pentas Lucky Star Pink Pentas Lucky Star Violet Pentas Lucky Star White Pentas Falling Star™ Hot Pink Pentas Falling Star™ Pink Bicolor Pentas Falling Star™ Red Pentas Falling Star™ Rose Pentas Falling Star™ White Pentas Starcluster™ Appleblossom Pentas Starcluster™ Lavender Pentas Starcluster™ Pink Pentas Starcluster™ Red Imp. Pentas Starcluster™ Rose Pentas Starcluster™ Violet Pentas Starcluster™ White Petchoa Supercal® Artist Rose Petchoa Supercal® Blue Petchoa Supercal® Cherry Petchoa Supercal® Chiffon White Petchoa Supercal® Pink Petchoa Supercal® Velvet Petchoa Supercal® Yellow Petunia Amore™ Queen of Hearts Petunia Amore™ Mio Petunia Amore™ Fiesta Petunia Amore™ Joy Petunia Capella™ Pink Lace Petunia Capella™ White Petunia Capella™ Burdundy Petunia Capella™ Red Petunia Capella™ Hot Pink NEW Petunia Cascadias™ Pitaya

Impatiens Sun Harmony™ Vivid Pink

## Annuals | COMPLETE LIST

Petunia Cascadias™ Rim Cherry	Phlox Phloxstar™ White	Verbena Vanessa™ Cascading Red
Petunia Cascadias™ Purple Gem	Phlox Phloxstar™ Salmon	Verbena Vanessa™ Koi
Petunia Cascadias Turpie Gerri Petunia Cascadias M Rim Magenta	Portulaca Campino™ Twist Red	
Petunia Cascadias™ Pink Spark Imp.	Portulaca Campino Twist Pink	
	Portulaca Pazzaz Nano™ Orange	Verbena Vanessa™ Compact Pink Heart NEW
	Portulaca Pazzaz Nano™ Hot Pink	Verbena Lanai® Purple Twist Star
Petunia Ray™ Pink Halo	Portulaca Pazzaz Nano™ Yellow	Verbena Lanai® Upright Limoncello
Petunia Ray™ Blue	Portulaca Pazzaz Nano™ Fuchsia	Verbena Lanai® Upright Blue with Eye
Petunia Ray™ Sunshine	Ranunculus Sprinkles Pink	Verbena Lanai® Compact Lime Green
Petunia Ray™ White	Ranunculus Sprinkles Yellow	Verbena Lanai® Upright Pink With Eye
Petunia Ray™ Red	Ranunculus Sprinkles White	Verbena Lanai® Upright Purple Mosaic
Petunia Ray™ Classic Blue	Ranunculus Sprinkles Red	Verbena Lanai® Upright Purple With Eye
Petunia Tidal Wave® Cherry	Ranunculus Sprinkles Orange	Verbena Lanai® Upright Scarlet
Petunia Tidal Wave® Hot Pink	Ranunculus Sprinkles Violet	Verbena Lanai® Upright Red With Eye
Petunia Tidal Wave® Purple	Ranunculus Sprinkles Violet Bicolor	Verbena Lanai® Upright Rose with Eye
Petunia Tidal Wave® Red Velour	Ranunculus Sprinkles Pink Bicolor	Verbena Lanai® Upright Twister Purple
Petunia Tidal Wave® Silver	Salvia Mohave	Verbena Lanai® Upright Twister Red
Petunia Dekkotini Purple	Salvia Saucy™ Red	Verbena Lanai® Upright White
Petunia Dekko™ Blue	Salvia Saucy™ Wine	Verbena Lanai® Upright Twister Rose
Petunia Dekko™ Dark Lavender	Salvia Sadcy VVIIIC  Salvia Velocity™ Blue	Verbena Lanai® Upright Twister Watercolor
Petunia Dekko™ Lavender Eye	Salvia Velocity Bide Salvia far. Sallyfun™ Deep Ocean	Verbena Lanai® Upright True Blue
Petunia Dekko™ Purple	Salvia far. Sallyfun <sup>™</sup> Sky Blue	Vinca Cora® Apricot
Petunia Dekko™ Red	Salvia far. Sallyfun <sup>™</sup> Bicolor Blue	Vinca Cora® Burgundy
Petunia Dekko™ Salmon	Salvia far. Sallyfun™ Blue	Vinca Cora® Deep Lavender
Petunia Dekko™ Sky Blue Imp.	Salvia far. Sallyfun™ Blue Emotion	Vinca Cora® Lavender  Vinca Cora® Lavender
Petunia Dekko™ Star Coral	Salvia far. Sallyfun™ Snow White	Vinca Cora® Pink
Petunia Dekko™ Star Rose	Scaevola Pink Charm	Vinca Cora® Punch
Petunia Dekko™ White	Scaevola Pink Blessing	Vinca Cora® Red
Petunia Dekko™ Purple Star	Scaevola Purple Haze	Vinca Cora® Strawberry
Petunia Sanguna® Atomic Blue	Snapdragon Snaptastic™ Magenta	Vinca Cora® Violet
Petunia Sanguna® Blue Imp.	Snapdragon Snaptastic™ Orange Flame	Vinca Cora® White
Petunia Sanguna® Blue Vein	Snapdragon Snaptastic™ Pink	Vinca Cora® Cascade Apricot
Petunia Sanguna® Burgundy	Snapdragon Snaptastic™ Red	Vinca Cora® Cascade Cherry
Petunia Sanguna® Deep Lavender Vein	Snapdragon Snaptastic™ Yellow	Vinca Cora® Cascade Lavender with Eye
Petunia Sanguna® Hot Rose	Snapdragon Snaptini™ Burgundy bicolor	Vinca Cora® Cascade Lilac
Petunia Sanguna® Light Blue	Snapdragon Snaptini™ Peach	Vinca Cora® Cascade Magenta
Petunia Sanguna® Lipstick Imp.	Snapdragon Snaptini™ Red Imp.	Vinca Cora® Cascade Peach Blush
Petunia Sanguna® Mega Purple	Snapdragon Snaptini™ Rose bicolor	Vinca Cora® Cascade Shell Pink
Petunia Sanguna® Picotee Punch Imp.	Sweet Pepper Big Ben	Vinca Cora® Cascade Polka Dot
Petunia Sanguna® Pink Vein	Sweet Pepper Liberty Belle	Vinca Cora® Cascade Strawberry
Petunia Sanguna® Purple Imp.	Sweet Pepper Mohawk	Vinca Cora® Cascade White
Petunia Sanguna® Radiant Blue	Sweet Pepper Redskin	Vinca Cora® Cascade Violet
Petunia Sanguna® Red Imp.	Tomato Sweet 'n' Neat Raspberry Ruffles	Vinca Exp. Cora® XDR Orchid Halo
Petunia Sanguna® Rose	Tomato Sweet 'n' Neat Lemon Sherbet	Vinca Exp. Cora® XDR Cranberry
Petunia Sanguna® Rose Vein Imp	Tomato Big League	Vinca Exp. Cora® XDR Pink
Petunia Sanguna® Sweet Pink	Tomato Peardrops	Vinca Exp. Cora® XDR White
Petunia Sanguna® White Imp.	Tomato Pink Charmer	Vinca Exp. Cora® XDR Orchid Halo
Petunia Sanguna® White Pearl	Tomato Red Profusion	Vinca Exp. Cora® XDR Hotgenta
Petunia Sanguna® White Vein	Tomato Sugargloss	Vinca Exp. Cora® XDR Pink Halo
Petunia Sanguna® Yellow	Tomato Summerlong	Vinca Exp. Cora® XDR Deep Strawberry
Phlox Phloxstar™ Red	Verbena Vanessa™ Deep Pink	Vinca Exp. Cora® XDR Polka Dot

Vinca Nirvana® Cascade Pink Splash	
Viola ColorMax Berry Pie	
Viola ColorMax Clear Orange	
Viola ColorMax Clear Purple	
Viola ColorMax Clear Yellow	
Viola ColorMax Icy Blue	
Viola ColorMax Lemon Splash	
Viola ColorMax Popcorn	
Viola ColorMax Purple Glow	
Viola ColorMax Rose blotch	
Viola ColorMax Yellow Jump Up	
Viola Endurio® Blue Yellow Purple Wing	NI
Viola Endurio® Lavender	NI
Viola Endurio® Pink Shades	NI
Viola Endurio® Pure Violet	N
Viola Endurio® Red Flare	N
Viola Endurio® Red Yellow Face	N
Viola Endurio® Sky Blue Martien	N
Viola Endurio® White	N
Viola Endurio® White Improved	N
Viola Endurio® Yellow Improved	N
Viola Endurio® Yellow Purple Wing	N
Viola Endurio® Yellow Red Wing	N
Zinnia Profusion Double Deep Salmon	
Zinnia Profusion Double Fire	
Zinnia Profusion Double Golden Eye	
Zinnia Profusion Double Hot Cherry	
Zinnia Profusion Double White	
Zinnia Profusion Double Yellow	



Seaside Serenade® is our new collection of breezy, fresh, and beautiful hydrangeas bred with truly notable improvements that make a everyone's favorite, classic summer bloomer perform even better for longer in the landscape or containers.



#### Introducing SunBelievable™ Brown Eyed Girl.

Spring begins with the only sunflower that'll give you 1,000 blooms, Spring 'til frost!

Order now and take the 'Million Blooms Challenge', and we'll send you a FREE "Spring is SunBelievable<sup>TM</sup>" Sales Kit! You'll get all the goodies and P.O.P you'll need to tie-in to our extensive print, digital, and social marketing campaign for Spring.

To make your Spring SunBelievable, please visit Monrovia.com/Spring or come see us at MANTS, Booth #626/727.



## EXHIBIT C

Int. Cl.: 31

Prior U.S. Cls.: 1 and 46

United States Patent and Trademark Office Reg. No. 3,393,301
Registered Mar. 4, 2008

#### TRADEMARK PRINCIPAL REGISTER

#### TROPICAL TREASURES

MONROVIA NURSERY COMPANY (CALIFORNIA CORPORATION) 18331 EAST FOOTHILL BOULEVARD AZUSA, CA 91702

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

FOR: LIVE ORNAMENTAL PLANTS, IN CLASS 31 (U.S. CLS. 1 AND 46).

SN 78-883,199, FILED 5-15-2006.

FIRST USE 9-1-2006; IN COMMERCE 9-1-2006.

ESTHER A. BORSUK, EXAMINING ATTORNEY

## EXHIBIT D

#### IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

### APPLICATION FOR TRADEMARK REGISTRATION UNDER SECTION 1(a)

#### PRINCIPAL REGISTER

MARK : TROPICAL TREASURES

CLASS(ES) : 31

#### **COMMISSIONER FOR TRADEMARKS:**

Applicant MONROVIA NURSERY COMPANY is a California Corporation, with offices at 817 E. Monrovia Place, Azusa, CA 91702.

Applicant has adopted and is using in commerce the mark shown in the accompanying drawing on or in connection with the goods as follows: LIVE ORNAMENTAL PLANTS; and requests that the mark be registered in the United States Patent and Trademark Office on the Principal Register established by the Act of July 5, 1946, as amended. The mark is in standard characters and no claim is made to any particular font style, size, or color.

The mark was first used on or in connection with the goods at least as early as September 1, 2006; was first used in commerce at least as early as September 1, 2006; and is now in use in commerce by applicant. One specimen showing the mark as actually used is presented herewith.

#### **Docket No. 174821**

#### **POWER OF ATTORNEY**

Applicant hereby appoints the following members of the Bar and attorneys of the law firm Lewis Roca Rothgerber Christie LLP, with full power of substitution and revocation, to prosecute this application and to transact all business in the Patent and Trademark Office connected with this application, including the execution of verifications or declarations for this document, or any other document, on the applicant's behalf:

David A. Dillard
Thomas J. Daly
Edward R. Schwartz
David A. Plumley
Gregory S. Lampert
Mark Garscia
Syed A. Hasan
Robert A. Green
Michael J. MacDermott
Anne Wang

Constantine Marantidis Gary J. Nelson Raymond R. Tabandeh Josephine E. Chang Jun-Young E. Jeon Peter C. Hsueh Oliver S. Bajracharya Lauren E. Schneider G. Warren Bleeker Jason C. Martone Joshua T. Chu
Justin O. Ehresmann
Shaun P. Lee
Ryan M. Swank
Dustin R. Szakalski
Katherine L. Quigley
Michael J. Curry
Abazar Mireshghi
Kyle W. Kellar
Martin W. Regehr

Sami I. Schilly S. Drew Wilson Michael A. Koplow John Carson Cameron A. Cushman D. Stuart Bartow Cindy A. Villanueva Daniel A. Salgado David M. Zamora Nancy R. Snow

The authority under this Power of Attorney of each person named above shall automatically terminate and be revoked upon such person ceasing to be a member or associate of or of counsel to that law firm.

Please address all correspondence and the registration to LEWIS ROCA ROTHGERBER CHRISTIE LLP, P.O. Box 29001, Glendale, California 91209-9001.

#### **Docket No. 174821**

#### **DECLARATION**

I, the undersigned, declare that I am authorized to execute this application on behalf of said applicant; I believe said applicant to be the owner of the mark sought to be registered; to the best of my knowledge and belief no other person, firm, corporation, or association has the right to use said mark in commerce, either in the identical form or in such near resemblance thereto as to be likely, when applied to or used in connection with the goods or services of such other person, to cause confusion, or to cause mistake, or to deceive; that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true, and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code, and that such willful false statements may jeopardize the validity of the application or any registration resulting therefrom.

MONROVIA NURSERY COMPANY

Date Jun 12, 2019

By Jonathan Pedersen (Jun 12, 2019)

Jonathan Pedersen Vice President of Business Development

GSL/ajo

AJO 108299357.1-\*-06/04/2019 3:40 PM



## TROPICAL TREASUREST

Create an exotic paradise in your own backyard with the bright flowers, big leaves and vibrant foliage of Monrovia's premium tropical plant collection.

You can enjoy Tropical Treasures anywhere. Plant them directly in the ground or in containers for dramatic patio displays. In colder climates, plant them as Annuals or grow them indoors. Ask your garden center expert or visit us online for more helpful hints on growing tropical plants.



## Filing Receipt for Trademark/Service Mark Application for Registration on the Principal Register and Next Steps in the Application Process

Thank you for submitting your trademark application to the U.S. Patent and Trademark Office (USPTO). This filing receipt confirms your mark and serial number, describes next steps in the application process, and includes the information submitted in your application. Please read this receipt carefully and keep a copy for your records.

For an overview of important things to know after filing your application, visit our website to read the After You File page and watch video number 9 "After You File."

- **1. Your mark.** TROPICAL TREASURES (Standard Characters, mark.jpg)
  The literal element of the mark consists of TROPICAL TREASURES. The mark consists of standard characters, without claim to any particular font style, size, or color.
- **2.** <u>Your serial number</u>. Your application was assigned serial number '88470627'. You must refer to your serial number in all communications about your application.
- **3.** What happens next—legal examination. Your mark will not be registered automatically. In approximately three months, your application will be assigned to a USPTO examining attorney for review. The attorney will determine if your application meets all applicable legal requirements, and if it doesn't you will be notified in an email with a link to the official Office action (official letter from the USPTO). Visit our website for an explanation of application process timelines.

If your mark includes a design element, we will assign it one or more <u>design search codes</u>. We will notify you of these codes within the next few weeks and you can suggest that we add or delete a design search code from your file.

- **4.** <u>Keep your addresses current in USPTO records.</u> We do not extend filing deadlines if you do not receive USPTO mail or email. If your postal address or email address changes, you must update the correspondence or owner's address using the <u>address forms</u> on our website.
- **5.** Check your application status in our database every three to four months. To be sure that you don't miss an important email from us, and to avoid the possible <u>abandonment</u> of your application, check your application status and review your documents in our database, <u>Trademark Status and Document Retrieval (TSDR)</u>, every three to four months.
- **6.** Warning about private companies offering trademark-related services. Private companies may send you communications that resemble official USPTO communications. These private companies are not associated with the USPTO. All official correspondence will be from the "United States Patent and Trademark Office" in Alexandria, Virginia, and from emails with the domain "uspto.gov." If you are unsure about whether the correspondence is from us, check your records in our database, <u>TSDR</u>. Visit our website for more information on trademark-related <u>communications that may resemble official USPTO communications</u>.
- **7. Questions?** Please visit our website, email us, or call us at 1-800-786-9199 and select option 1.

**8.** <u>Application data.</u> If you find an error in the data below, visit the <u>After You File</u> page on our website for information on correcting errors.

#### The information submitted in the application appears below:

Under the Paperwork Reduction Act of 1995 no persons are required to respond to a collection of information unless it displays a valid OMB control number.

PTO Form 1478 (Rev 09/2006)

OMB No. 0651-0009 (Exp 02/28/2021)

Trademark/Service Mark Application, Principal Register The table below presents the data as entered.

Input Field	Entered
SERIAL NUMBER	88470627
MARK INFORMATION	
*MARK	mark.jpg
STANDARD CHARACTERS	YES
USPTO-GENERATED IMAGE	YES
LITERAL ELEMENT	TROPICAL TREASURES
MARK STATEMENT	The mark consists of standard characters, without claim to any particular font style, size, or color.
APPLICANT INFORMATION	
*OWNER OF MARK	MONROVIA NURSERY COMPANY
*STREET	817 E. Monrovia Place
*CITY	Azusa
*STATE (Required for U.S. applicants)	California
*COUNTRY	United States
*ZIP/POSTAL CODE (Required for U.S. and certain international addresses)	91702
LEGAL ENTITY INFORMATION	
ТҮРЕ	corporation
STATE/COUNTRY OF INCORPORATION	California
GOODS AND/OR SERVICES AND	BASIS INFORMATION
INTERNATIONAL CLASS	031

*IDENTIFICATION	LIVE ORNAMENTAL PLANTS
FILING BASIS	SECTION 1(a)
FIRST USE ANYWHERE DATE	At least as early as 09/01/2006
FIRST USE IN COMMERCE DATE	At least as early as 09/01/2006
SPECIMEN FILE NAME(S)	SPE0-641610870-2019061216 5405248577174821_Speci men- TROPICAL_TREASURESx.p
SPECIMEN DESCRIPTION	Photo of front and back label showing the mark as used on the goods
ATTORNEY INFORMATION	
NAME	Gregory S. Lampert
ATTORNEY DOCKET NUMBER	174821
FIRM NAME	LEWIS ROCA ROTHGERBER CHRISTIE LLP
STREET	P.O. Box 29001
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STATE	California
COUNTRY	United States
ZIP/POSTAL CODE	91209
PHONE	626-795-9900
FAX	626-577-8800
EMAIL ADDRESS	pto@lrrc.com
AUTHORIZED TO COMMUNICATE VIA EMAIL	Yes
OTHER APPOINTED ATTORNEY	David A. Dillard, Thomas J. Daly, Edward R. Schwartz, David A. Plumley, Gregory S. Lampert, Mark Garscia, Syed A. Hasan, Robert A. Green, Michael J. MacDermott, Anne Wang, Constantine Marantidis, Gary J. Nelson, Raymond R. Tabandeh, Josephine E. Chang, Jun-Young E. Jeon, Peter C. Hsueh, Oliver S. Bajracharya, Lauren E. Schneider, G. Warren Bleeker, Jason C. Martone, Joshua T. Chu, Justin O. Ehresmann, Shaun P. Lee, Ryan M. Swank, Dustin R. Szakalski, Katherine L. Quigley, Michael J. Curry, Abazar Mireshghi, Kyle W. Kellar, Martin W. Regehr, Sami I. Schilly, S. Drew Wilson, Michael A. Koplow, John Carson, Cameron A. Cushman, D. Stuart Bartow, Cindy

	A. Villanueva, Daniel A. Salgado, David M. Zamora, Nancy R. Snow
CORRESPONDENCE INFORMATION	
NAME	Gregory S. Lampert
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COUNTRY	United States
ZIP/POSTAL CODE	91209
PHONE	626-795-9900
FAX	626-577-8800
*EMAIL ADDRESS	pto@lrrc.com
*AUTHORIZED TO COMMUNICATE VIA EMAIL	Yes
FEE INFORMATION	
APPLICATION FILING OPTION	TEAS RF
NUMBER OF CLASSES	1
APPLICATION FOR REGISTRATION PER CLASS	275
*TOTAL FEES DUE	275
*TOTAL FEES PAID	275
SIGNATURE INFORMATION	
* SIGNATORY FILE	hw_641610870-165405248174821_TMApp- TROPICALTREASURESsigned.pdf
SIGNATORY'S NAME	Jonathan Pedersen
SIGNATORY'S POSITION	Vice President of Business Development

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PTO Form 1478 (Rev 09/2006)

OMB No. 0651-0009 (Exp 02/28/2021)

#### Trademark/Service Mark Application, Principal Register

**Serial Number: 88470627 Filing Date: 06/12/2019** 

#### To the Commissioner for Trademarks:

The applicant, MONROVIA NURSERY COMPANY, a corporation of California, having an address of

817 E. Monrovia Place Azusa, California 91702 United States

requests registration of the trademark/service mark identified above in the United States Patent and Trademark Office on the Principal Register established by the Act of July 5, 1946 (15 U.S.C. Section 1051 et seq.), as amended, for the following:

International Class 031: LIVE ORNAMENTAL PLANTS

In International Class 031, the mark was first used by the applicant or the applicant's related company or licensee or predecessor in interest at least as early as 09/01/2006, and first used in commerce at least as early as 09/01/2006, and is now in use in such commerce. The applicant is submitting one(or more) specimen(s) showing the mark as used in commerce on or in connection with any item in the class of listed goods/services, consisting of a(n) Photo of front and back label showing the mark as used on the goods.

Specimen-1 [SPE0-641610870-20190612165405248577\_.\_174821\_Specimen-TROPICAL\_TREASURESx.pdf ]

The applicant's current Attorney Information:

Gregory S. Lampert and David A. Dillard, Thomas J. Daly, Edward R. Schwartz, David A. Plumley, Gregory S. Lampert, Mark Garscia, Syed A. Hasan, Robert A. Green, Michael J. MacDermott, Anne Wang, Constantine Marantidis, Gary J. Nelson, Raymond R. Tabandeh, Josephine E. Chang, Jun-Young E. Jeon, Peter C. Hsueh, Oliver S. Bajracharya, Lauren E. Schneider, G. Warren Bleeker, Jason C. Martone, Joshua T. Chu, Justin O. Ehresmann, Shaun P. Lee, Ryan M. Swank, Dustin R. Szakalski, Katherine L. Quigley, Michael J. Curry, Abazar Mireshghi, Kyle W. Kellar, Martin W. Regehr, Sami I. Schilly, S. Drew Wilson, Michael A. Koplow, John Carson, Cameron A. Cushman, D. Stuart Bartow, Cindy A. Villanueva, Daniel A. Salgado, David M. Zamora, Nancy R. Snow of LEWIS ROCA ROTHGERBER CHRISTIE LLP P.O. Box 29001 Glendale, California 91209

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The attorney docket/reference number is 174821.

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626-577-8800(fax)

pto@lrrc.com (authorized)

**E-mail Authorization:** I authorize the USPTO to send e-mail correspondence concerning the application to the applicant, the applicant's attorney, or the applicant's domestic representative at the e-mail address provided in this application. I understand that a valid e-mail address must be maintained and that the applicant or the applicant's attorney must file the relevant subsequent application-related submissions via the Trademark Electronic Application System (TEAS). Failure to do so will result in the loss of TEAS Reduced Fee status and a requirement to submit an additional processing fee of \$125 per international class of goods/services.

A fee payment in the amount of \$275 has been submitted with the application, representing payment for 1 class(es).

#### **Declaration**

**Declaration Signature** The attached signature image file: hw\_641610870-165405248\_.\_174821\_TMApp-TROPICALTREASURES\_-\_signed.pdf

Signatory's Name: Jonathan Pedersen

Signatory's Position: Vice President of Business Development

Signatory's Phone Number: Not Provided

Thank you,

The TEAS support team

Wed Jun 12 17:20:58 EDT 2019

STAMP: USPTO/BAS-64.16.108.70-20190612172058161829-88470627-

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